TRAINING FOR A NEW INDIA

BHARATIYA JANATA PARTY

TRAINING
FOR A NEW INDIA

PT. DEENDAYAL UPADHYAYA
PRASHIKSHAN MAHABHIYAN



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TRAINING
FOR A NEW INDIA

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PRASHIKSHAN MAHABHIYAN

BHARATIYA JANATA PARTY
6-A, DEENDAYAL UPADHYAYA MARG, NEW DELHI – 110002

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FOR A NEW INDIA

ISBN 9789388310291
9789388310291

Edition: First
Year: 2020

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Editors: R. Balashankar, Hemant Goswami

Published & Printed by:
BJP Training Department
Bharatiya Janata Party
6-A, Deendayal Upadhyaya Marg
New Delhi - 110002

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Website: www.bjp.training

PREFACE

Welcome to a glimpse of what goes into shaping political workers of the future, which in-turn defines the road-map of the shape our nation takes in the times to come. Pt. Deendayal Upadhyaya used to say that, *"Bharatiya Jana Sangh (Now Bharatiya Janata Party) is a movement by self-realised souls who aspire to take this country on a new path of progress and development."* Identifying one's mission is the gateway to self-realisation. Organising training programs and workshops helps in recognising one's potential and achieving the objective of self-actualisation.

Inspired by such thoughts, "Pandit Deendayal Upadhyaya Prashikshan Mahabhiyan," was initiated as a part of birth centenary celebration of Pt. Deendayal Upadhyaya. This coffee table book is a snapshot reflection of the countless man-hours of efforts which has gone into making this massive political training exercise, a success and a model to follow. Thousands of workers across the country have worked tirelessly to make this first of its kind training program a success. I must admit that this book has a serious limitation of not being able to capture the efforts of each and every person.

This coffee-table book was suggested by our National President, Shri Amit Shah in June 2018 to briefly document the massive work which had taken place. Since photography and videography of each and every training was not in the original plan of the training program, so compiling this coffee table book was also a massive challenge. The inspiration by our Prime Minister Shri Narendra Modi and the motivation by Shri Amit Shah made this coffee table book possible. I must also acknowledge the able stewardship of Shri Mahesh Chandra Sharma – Convenor of the Training Program, Shri Mahendra Pandey – National Office Secretary, and the work undertaken by Dr. R. Balashankar and Shri Hemant Goswami, members of the training program, in creating this coffee-table book.

P. Muralidhar Rao
National General Secretary & Incharge –
Pt. Deendayal Upadhyaya Prashikshan Mahabhiyan

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THE WAY FORWARD



THE BEGINNING



In the national executive meeting held in October 1985 at Gandhinagar, the resolve to make the Bharatiya Janata Party (BJP) a cadre-based organization was taken. Since then the party has been expanding and strengthening its cadre who can work resolutely in nation building.

Training of *karyakartas* (workers) in the BJP is not a new development but what is new and remarkable is the kind and skill of training it has been providing to its karyakartas across the country in recent years. Even in Bharatiya Jana Sangh, a forerunner to BJP, guiding and inspirational training of the cadre had been uppermost on the agenda.

Capacity building and preparing for the next level of leadership has become very important. To understand the party ideology and carry forward the party's principles and policies a strong force of trained karyakartas and office-bearers is the need of the hour. BJP, which emerged out of the struggle and challenges of the Bharatiya Jana Sangh, from its very inception believed that the idea behind



Prime Minister Shri Narendra Modi greeting the public after the historic victory in 2014 general elections along with Shri Amit Shah, National President of Bharatiya Janata Party.

the training has always been to strengthen democracy at the grassroots level, and to have trained political workers who are rightly oriented to serve, deliver and satisfy the aspirations of the people.

With the phenomenal success of the party in the 2014 general election, the party decided to organize enhanced quality training programmes for the cadre and envisaged participation of huge numbers of *karyakartas*. The aim was to carry the positive message of nation building and reach out to the maximum number of people across the country.

In 2015, BJP while commemorating the birth centenary of Pt. Deendayal Upadhyaya, who built the Bharatiya Jana Sangh, scaled up the training programme, under the auspices of Pt. Deendayal Upadhyaya Prashikshan Mahabhiyan, a dedicated wing within the party structure. It touched the new epitome of success as the first and the largest training programme for political workers anywhere in the world. Thousands of training sessions were held from the national level to state, district and block levels.

BJP is a cadre-based mass organization and ideologically-inspired political outfit. It is thus imperative for the party to train the cadre from time to time. The Pt. Deendayal Upadhyaya Prashikshan Mahabhiyan 2015 aimed at meeting the growing requirement for training of the party workers at all levels.





(Right, above)
Dr. Mahesh Chandra Sharma, National Convenor of Pt. Deendayal Upadhyaya Prashikshan Mahabhiyan, addressing the participants during the national convention of the Mahabhiyan in New Delhi, 2015.

(Right)
Dr R. Balashankar, National Coordinator and Co-Convenor of Pt. Deendayal Upadhyaya Prashikshan Mahabhiyan, welcoming Shri V. Satish, National Joint Secretary (Organization) of BJP, during the inaugural session of Pt. Deendayal Upadhyaya Prashikshan Mahabhiyan, 2015.

(Opposite page)
Shri Amit Shah, National President of Bharatiya Janata Party, lighting the lamp during the inaugural event of Pt. Deendayal Upadhyaya Prashikshan Mahabhiyan, 2015. On left is Shri P. Muralidhar Rao, in-charge (Prabhari) of Prashikshan Mahabhiyan and National General Secretary of BJP.


दयाल उपाध्याय
महाभियान
ता पार्टी
12
भारत माता
SHARAT MATA
पं० दीन दयाल उपाध

The training is regular, curriculum-based and quite widespread throughout the country. As many as 20 subjects are covered three-days training sessions at district, state or national level and two-days training at the mandal level. The ideology of the party is explained to trainees at all levels and the interactive sessions held between the senior trainers and trainees, is an important part of the programme intending at engaging all.

The training is not specific to any election in the country but the intensity of training might vary if a state or local elections are close by. The training modules are drawn up democratically considering the suggestions of all stakeholders thus providing space for democratic values to flourish.

No training session is complete without focusing on issues like cultural nationalism, value-based politics, heritage, Panchanishta (Commitment to nationalism and national integration, democracy, establishment of a samaras samaj free from exploitation), positive secularism (sarva dharma sambhava) and commitment to value-based politics). Emphasis on Integral Humanism, the core philosophy of the party, is an essential part of the training. The trainees are encouraged to ask questions and seek answers. The sessions are aimed at contributing to the sum total of political dialogue and discourse.

In the second phase of the training programme, specialized training for political party functionaries in various morchas (wings), departments and projects of BJP has been conducted. In the specialized training programme, the party has imparted training to effectively handle media and deal with various media platforms, including social media and digital media.





(Right, above)
Shri J. P. Nadda, Working President of the BJP, addressing the newly elected Members of the Parliament during a training session for the MP's elected to the 17th Lok Sabha.

(Right)
Shri B.L. Santhosh, National General Secretary (Org), addressing the delegates during one of the sessions.

(Opposite page)
Shri Amit Shah, National President of BJP and Shri Vinay Sahasrabuddhe, National Vice-President of BJP, with other delegates participating in Pt. Deendayal Upadhyaya Prashikshan Mahabhiyan training session in New Delhi, 2015.



TRAINING
FOR A NEW INDIA

Training of elected representatives of BJP in public life helps them to serve people better. The unprecedented electoral gains of the party in recent years owe a lot to the ground work, planning and training that the party imparts to its millions of cadre. After the formation of BJP-led NDA government at the Centre in 2014, the responsibility of every karyakarta has increased.

The party had set a target to train 12 lakh karyakartas which was achieved by the beginning of the year 2018. Due to the untiring efforts of BJP National President Shri Amit Shah, the party has created a new history and laid the foundation for a strong and prosperous India.

BJP stresses on proper training of its karyakartas for building a Bharat which will outshine all others without compromising on our age-old cultural values. Training of the karyakartas to help them hold on to their 'samskaras' is a regular phenomenon. The aim is to promote brotherhood amongst them, build team spirit and encourage them to work with mutual cooperation in fulfilling the party's goal of building a powerful Bharat.

A trained BJP karyakarta is expected to have the quest for acquiring knowledge, have respect for all, collectivity and the spirit for activism. Every karyakarta has a job to do and is groomed to readily accept any role assigned. The karyakartas are prepared to take up individual responsibilities as well as work in a team and are expected to lead as well as to serve.

With the mission to build a strong and powerful nation, the BJP is resolute upon further expanding and strengthening its cadre of committed party workers who can work resolutely towards nation





(Right, above)
Shri Ramlal, the then National General Secretary (Org), and presently Akhil Bharatiya Sah Sampark Pramukh at the national training workshop at New Delhi.

(Right)
Shri Prakash Javadekar, Union Minister for Human Resource Development, along with senior leaders of BJP.

(Opposite page)
Shri P. Muralidhar Rao, National General Secretary of BJP and in-charge of Pt. Deendayal Upadhyaya Prashikshan Mahabhiyan, interacting with delegates.


EXIT





(Left)
Shri Ram Madhav, General Secretary of the BJP, being welcomed at the national training workshop.

(Above and right)
Delegates participating in the national training workshop.

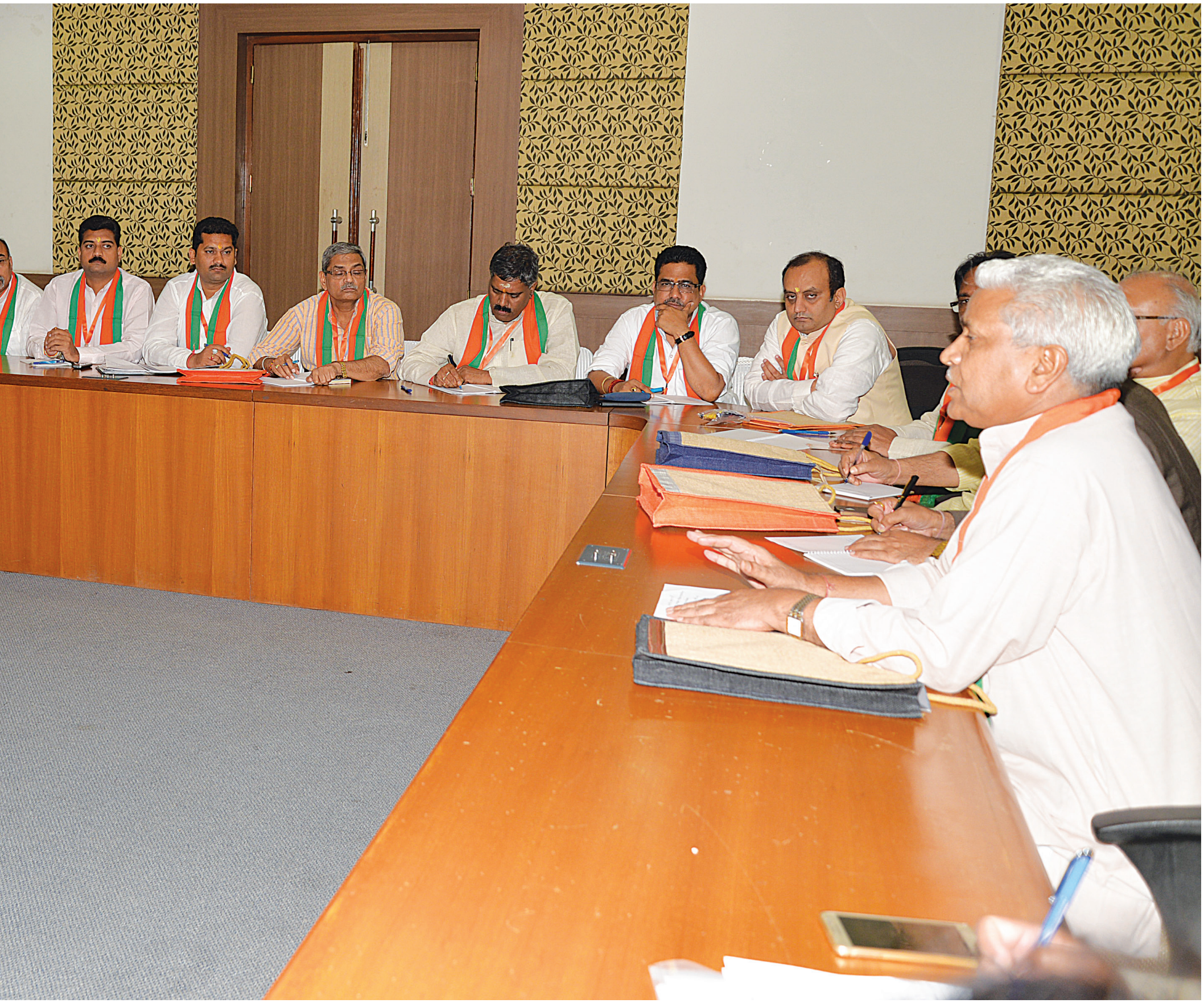

EXIT







(Above and right)
Karyakartas participating in a group meeting of the national workshop.




EXIT





(Above)
Participants listening intensely during a training session.

(Left)
Shri Amit Shah, National President, along with other participants attending the Prashikshan Mahabhiyan in New Delhi in 2015.

(Right)
General V.K. Singh (Retd), Minister of State for External Affairs, having an informal interaction with women delegates at the Mahila Morcha National Training Workshop.

On May 12, 2015, a meeting was held at the party headquarters in New Delhi where a broad-based agenda for the training programme was decided. The first trainers workshop was held in Delhi where about half a dozen *karyakartas* from each state participated in 11 sessions held for three days. The sessions were on history of the party and its philosophy and ideology; achievements of the government; integral humanism (ekatma manav darshan); cultural nationalism; organizational approach towards work; challenges before the nation; training at state-level; training category system; and training operation.

At the three-days state-level training programme, the topics covered were on party history and development (from Jana Sangh to BJP); theoretical establishment; achievements of the government; financial management; work methodology and party *sangathan* structure; *karyakarta vikas*; *ekatma manav darshan*; cooperation movement; social harmony; foreign policy; good governance; coordination between party and government, challenges before the government.

A three-day district-level training covered topics on party history and development (from Jana Sangh to BJP); theoretical establishment; achievements of the government; party working method and party *sangathan* structure; *ekatma manav darshan*; personality development of the *karyakartas*; media management; social media; two state-specific issues, challenges before the nation.

At the two-days mandal-level training camps, the subjects covered were BJP history and development; theoretical establishment, achievements of government and local issues.

Specialized training sessions including media training for the delegates of different morchas, kisan (farmer) morcha, mahila





(Right, above)
Above: Shri L. Ganeshan addressing the karyakartas during the national training programme.

(Right)
Dr. Vinay Sahastrabuddhe, National Vice-President, addressing the trainees at the Prashikshan Mahabhiyan in New Delhi.

(Opposite page)
Delegates taking notes during the training session.



Trainees reciting the national anthem during the closing ceremony of Pt. Deendayal Upadhyaya Prashikshan Mahabhiyan, 2015.



(women) morcha, representatives of urban local bodies and rural local bodies, OBC morcha and morcha for Scheduled Caste and Tribe, were held in 2018. These meetings provided an opportunity not only to learn new things in the training sessions but also to the karyakartas to exchange and share their own experiences in their respective fields.

Despite strings of electoral gains since 2014, the party instead of being complacent is reinvigorating its plan of actions. BJP has been galvanizing lakhs of party workers, providing them training and motivating them. The Uttar Pradesh assembly election results in 2017 and elsewhere in the country is testimony to a strong and dynamic leadership at the helm and the hard work of inspired karyakartas at the grassroots level. ●



(Above and right)
Karyakartas and prabandhaks of national workshop during the lunch break of Pt. Deendayal Upadhyaya Prashikshan Mahabhiyan training session, 2015.



THE PARTY AND GOVERNMENT





The Bharatiya Janata Party (BJP) has seen many highs and lows since it was formed after breaking away from the Janata Party in 1980, but has grown on the strength of its distinct ideology, cadre-based party structure and political accommodation.

For BJP, the year 1980 was a turning point in its history similar to the year 1977. Since then, the party has seen both successes and failures in electoral politics, achieved many milestones, expanded its presence across the country, emerged as the single largest party, and has established itself as a popular government. Today, it has expanded its organizational and political influence to the nooks and corners of the country. Almost 75 per cent of the country is under its rule with a strong government at the Centre led by Prime Minister Narendra Modi.

Leader, cadre and parivar are the secret of its growth and success. It was the Vajpayee-Advani duo in the past and Modi-Shah in the present who have provided able leadership to the party. Similarly, well-trained and motivated cadres at the grassroots


CRISIS CONTROL
VIP MEDICAL
CCTV
DELHI POLICE
FOOD AREA
EXIT
PRESIDENT LOUNGE
SPG
TOILETS

are the strength of the party. The BJP's strength has also been its *vichar parivar* and the alliance partners (NDA), some of whom have been there as all-weather partners.

In the past couple of decades, through these distinct advantages, the BJP has risen to occupy the national centre stage of Indian politics. Once condemned as an outcast and regarded as a fringe force, today it dominates every aspect of India's political life. It is closer to its avowed objectives of achieving what the great stalwarts like Pt. Deen Dayal Upadhyaya, Dr. Shyama Prasad Mookerjee, Mahatma Gandhi and others had wanted to achieve, of bringing in a political culture that has roots in independent India and of promoting healthy political competition based on Indian values and traditions.

During the past about five years, BJP has gained much on the political firmament both at the Centre and at the state level. Currently, BJP is governing in 19 states in the country. Because of its cadre and leader, the party was triumphant in 2014 and 2019 general elections and won huge votes in states like Chhattisgarh, Delhi, Goa, Gujarat, Himachal Pradesh, Jharkhand, Rajasthan and Uttarakhand, Uttar Pradesh, Telegana, North East and in Union Territories such as Andaman and Nicobar Islands, Chandigarh, Dadra and Nagar Haveli and Daman and Diu. BJP had impressive victories in Madhya Pradesh, Maharashtra, Assam, Bihar, Karnataka, Punjab, among others. BJP also has increased its vote share pan India and has also made its presence felt in states like Kerala, Tamil Nadu, Karanataka, Andhra Pradesh, Telegana, West Bengal, etc. A large number of MPs were elected from the Scheduled Caste and Scheduled Tribe reserved constituencies too.





(Right, above)
Prime Minister Shri Narendra Modi and BJP President Shri Amit Shah paying obeisance to Shri Syama Prasad Mukherjee and Shri Deendayal Upadhyaya, the founding pillars of BJP.

(Right)
Prime Minister Shri Narendra Modi sharing experiences during the training program for the newly elected Members of the 17th Lok Sabha on August 3, 2019.

(Opposite page)
Prime Minister Shri Narendra Modi and Shri Amit Shah, National President, greeting the crowd at a public meeting.



In 2019, general election BJP returned to power with huge mandate and got 303 Parliamentary seats on its own and won 353 seats with its NDA alliance partners.

MODI-SHAH TEAMWORK

On July 9, 2014, incumbent President of BJP Rajnath Singh announced the name of Shri Amit Shah as the new party President. The party has achieved unprecedented success in Uttar Pradesh under his leadership. He possesses special organizing capabilities and is an expert in managing and strategizing election campaigns.

Shri Amit Shah has brought great innovations to the party's organizational structure. Shah is known for his poll management skills and deft election strategies. His moves have provided rich dividends to the party everywhere since 2014.

Since Shri Amit Shah has taken over as party President he has introduced many reforms in the party. The first step was the Sadasyata Maha Abhiyan (nationwide membership drive) which in a short span of four months boosted the party as the largest political party in the world with 12 crore members, up from 2.47 crore in 2013. To facilitate easy access to party membership, he introduced digital platforms to register as members by giving a missed call on a toll-free number.

The second important drive was aimed at consolidation of party members by the massive Sampark Abhiyan (nationwide mass contact programme) to individually contact and verify each and every new member and formally get him/her introduced to the party. He initiated this programme on May 1, 2015, in the presence of





(Right, top)
Shri Rajnath Singh, the outgoing National President and Prime Minister Shri Narendra Modi congratulating Shri Amit Shah after being elected as the National President of BJP.

(Right)
Prime Minister Shri Narendra Modi, Shri Lal Krishna Advani, Dr. Murali Manohar Joshi and Shri Amit Shah offering floral tributes to Pt. Deendayal Upadhyaya on his centenary celebrations.

(Opposite page)
President Amit Shah with Prime Minister Modi during a meeting under Pt. Deendayal Upadhyaya Prashikshan Mahabhiyan on May 1, 2015.


महासम्पर्क
अभियान
2015
भारतीय जनता पार्टी
महासम्पर्क
अभियान
2015



Prime Minister Shri Narendra Modi. The karyakartas went from door to door to meet the new members and provide them information about the party's history, developments as well as the government.

The third initiative was the launching of the Pt. Deendayal Upadhyaya Prashikshan Mahabhiyan to train 15 lakh karyakartas from mandal up to the national level. This training was on ideology, orientation, behaviour and the strategies adopted by the party to achieve its goal. Every section of the society was touched by this programme and its format and methodology were centrally designed and executed with precision and perfection.

The fourth innovation is to equip the party office premises even at the district-level with high-tech, modern technology, a library for reference, proper connectivity and lodging facility. Shri Amit Shah is also making it certain that his party emerges as the pre-eminent political entity in India with a focus on rejuvenating the cultural spirit of India.

(Above)
Training being conducted in the newly constructed BJP headquarters at 6-A, Deendayal Upadhyaya Marg, New Delhi.

(Opposite page, above and right)
A sprawling library facility has been added in the new BJP headquarters in New Delhi. A dedicated e-library section in the newly constructed BJP headquarters can also be accessed in 6-A, Deendayal Upadhyaya Marg, New Delhi. Shri Amit Shah along with Shri Aseervatham Achary during the inauguration of e-library.

(Far right)
Back office team of Prashikshan Mahabhiyan provides logistical support for the training events across the country.


शिक्षा सबसे
अच्छी मित्र है।
सदैव सम्मान
पाती है।


राधे



One of the novel steps the party adopted was towards reaching out to the last man at the grassroot level on the election day. *Panna pramukhs* (in-charge of one page in the electoral list comprising approximately 60 voters) had been assigned the task to meet the voters listed in that panna (page) during election time and ensure all the voters turn up to the polling booth to cast their votes. This grassroots interaction between the panna pramukhs and the common voters paved the way for deepening democracy in the country.

Special attention was paid to those states where BJP is struggling to become a formidable force — Andhra Pradesh, Kerala, Odisha, Tamil Nadu, Telangana, West Bengal and north-eastern states.

BJP has emerged as the largest political force in India with world's highest membership base. Since May 2014 the party has been running governments both at the Centre under the leadership of Prime Minister Shri Narendra Modi and in as many as 19 states.

In the general election for the 17th Lok Sabha in May 2019, BJP returned to power with thumping majority, further increasing its vote share and achieved a never before mandate. The BJP on its own won 303 seats and the BJP led NDA won 353 seats.

For the first time in three decades, the party now occupies centre stage in the nation's political firmament and has massively expanded its organizational and political base across the country. The bigger the trust of the people, greater would be the responsibility of the party and its dedicated karyakartas.





(Right, above)
Shri Hemant Goswami, a member of the national Training Department of BJP, addressing delegates where training booklets were released by Shri Amit Shah, National President of BJP, in New Delhi.

(Right)
Party office bearers and guests attending the launch of training book launch.

(Opposite page)
Shri V. Satish, National Joint Secretary (Organization) of BJP, Shri Mahesh Chandra Sharma, National Convenor of Pt. Deendayal Upadhyaya Prashikshan Mahabhiyan, Shri Amit Shah, National President of BJP, Shri P. Muralidhar Rao, in-charge of Prashikshan Mahabhiyan and National General Secretary of BJP, Shri Sunil Pandey, co-convenor of the Training Department, and Dr. R. Balashankar, National Coordinator and Co-Convenor of Prashikshan Mahabhiyan, at an event in New Delhi where training booklets were released.


पुस्तिकाओं का विमोचन
माननीय श्री अमित शाह
राष्ट्रीय अध्यक्ष, भाजपा द्वारा
दिनांक:-13 जून 2018
स्थान:- भाजपा राष्ट्रीय कार्यालय,
6 A, दीनदयाल उपाध्याय मार्ग, नई दिल्ली
किसान मोर्चा
संगठन पर्व
MEDIA: APPROACH & STRATEGY
PANCHAYATI RAJ



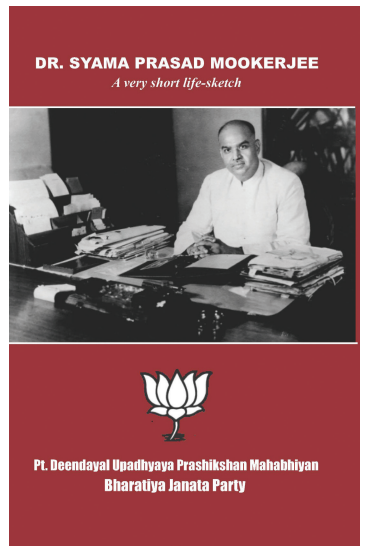


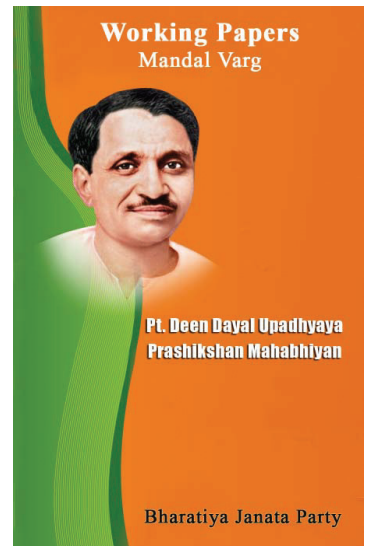
(Above)
Party office-bearers during the launch of training guidebooks at BJP headquarters.

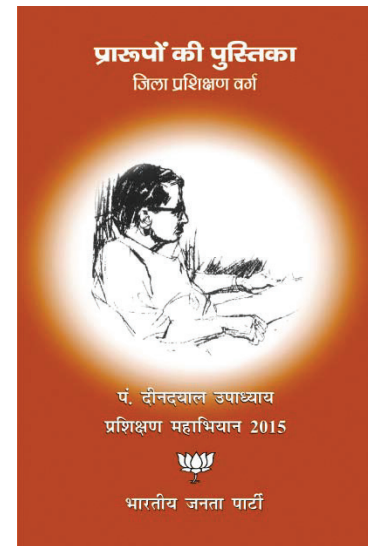
(Right)
Shri Amit Shah, National President sharing his views about the importance of the training program with delegates during the launch ceremony of the training curriculum booklets.

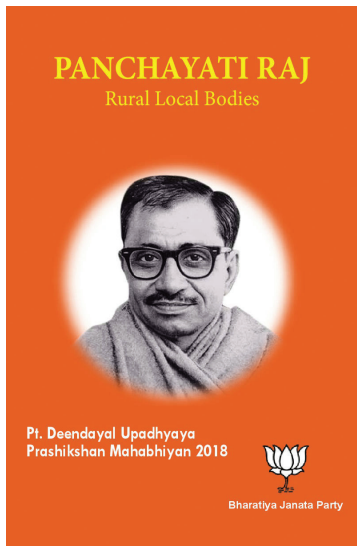
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Cover images of training modules for different segments of BJP's morchas and other wings.

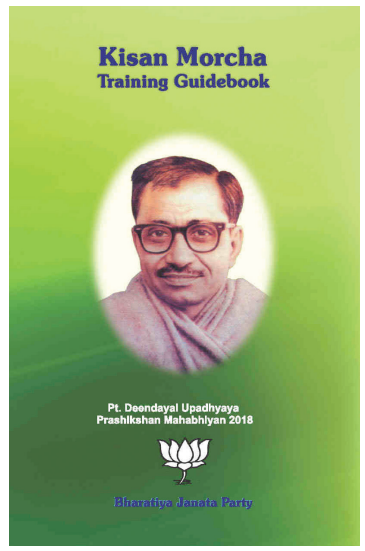

Pt. Deendayal Upadhyaya
Bharatiya Janata Party
Pt. Deendayal Upadhyaya
Prashikshan Mahabhiyan-2015

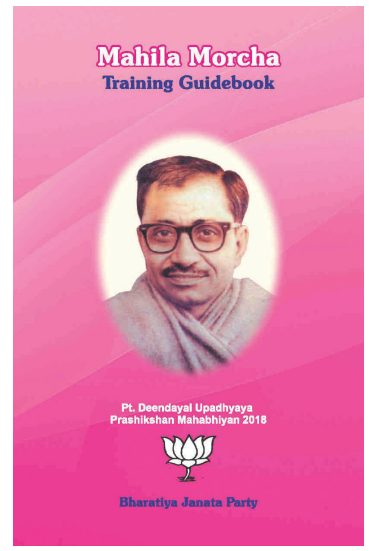

DR. SYAMA PRASAD MOOKERJEE
A very short life-sketch
Pt. Deendayal Upadhyaya Prashikshan Mahabhiyan
Bharatiya Janata Party

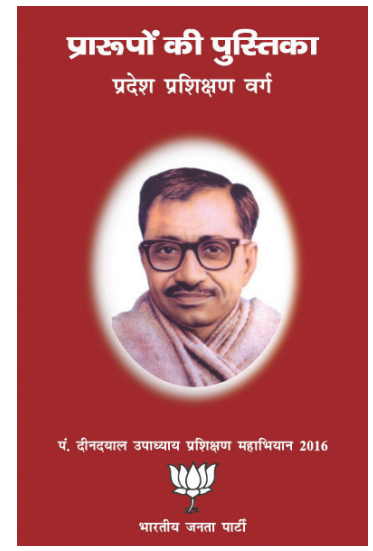

Working Papers
Mandal Varg
Pt. Deen Dayal Upadhyaya
Prashikshan Mahabhiyan
Bharatiya Janata Party

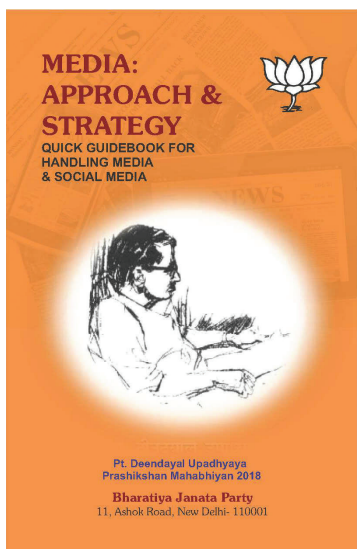

प्रारूपों की पुस्तिका
जिला प्रशिक्षण वर्ग
पं. दीनदयाल उपाध्याय
प्रशिक्षण महाभियान 2015
भारतीय जनता पार्टी

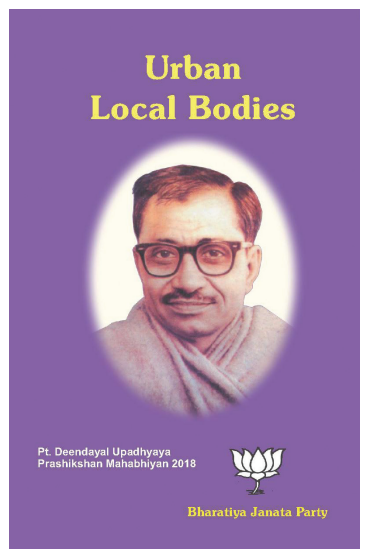

PANCHAYATI RAJ
Rural Local Bodies
Pt. Deendayal Upadhyaya
Prashikshan Mahabhiyan 2018
Bharatiya Janata Party

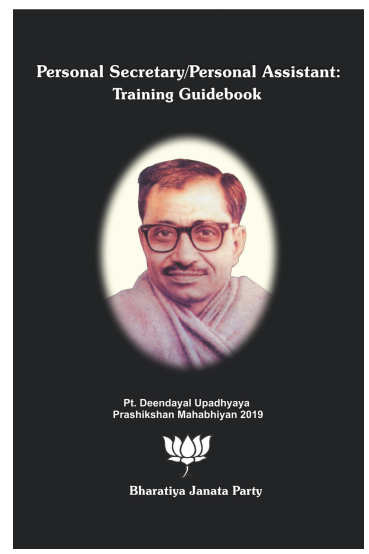

Kisan Morcha
Training Guidebook
Pt. Deendayal Upadhyaya
Prashikshan Mahabhiyan 2018
Bharatiya Janata Party

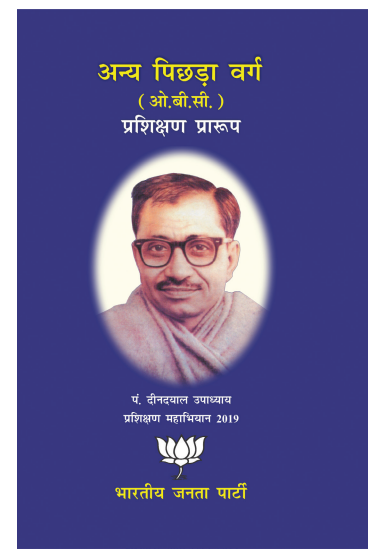

Mahila Morcha
Training Guidebook
Pt. Deendayal Upadhyaya
Prashikshan Mahabhiyan 2018
Bharatiya Janata Party


प्रारूपों की पुस्तिका
प्रदेश प्रशिक्षण वर्ग
पं. दीनदयाल उपाध्याय प्रशिक्षण महाभियान 2016
भारतीय जनता पार्टी


MEDIA:
APPROACH &
STRATEGY
QUICK GUIDEBOOK FOR
HANDLING MEDIA
& SOCIAL MEDIA
Pt. Deendayal Upadhyaya
Prashikshan Mahabhiyan 2018
Bharatiya Janata Party
11, Ashok Road, New Delhi- 110001


Urban
Local Bodies
Pt. Deendayal Upadhyaya
Prashikshan Mahabhiyan 2018
Bharatiya Janata Party


Personal Secretary/Personal Assistant:
Training Guidebook
Pt. Deendayal Upadhyaya
Prashikshan Mahabhiyan 2019
Bharatiya Janata Party


अन्य पिछड़ा वर्ग
(ओ.बी.सी.)
प्रशिक्षण प्रारूप
पं. दीनदयाल उपाध्याय
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THE JOURNEY TOWARDS A POLITICAL MISSION

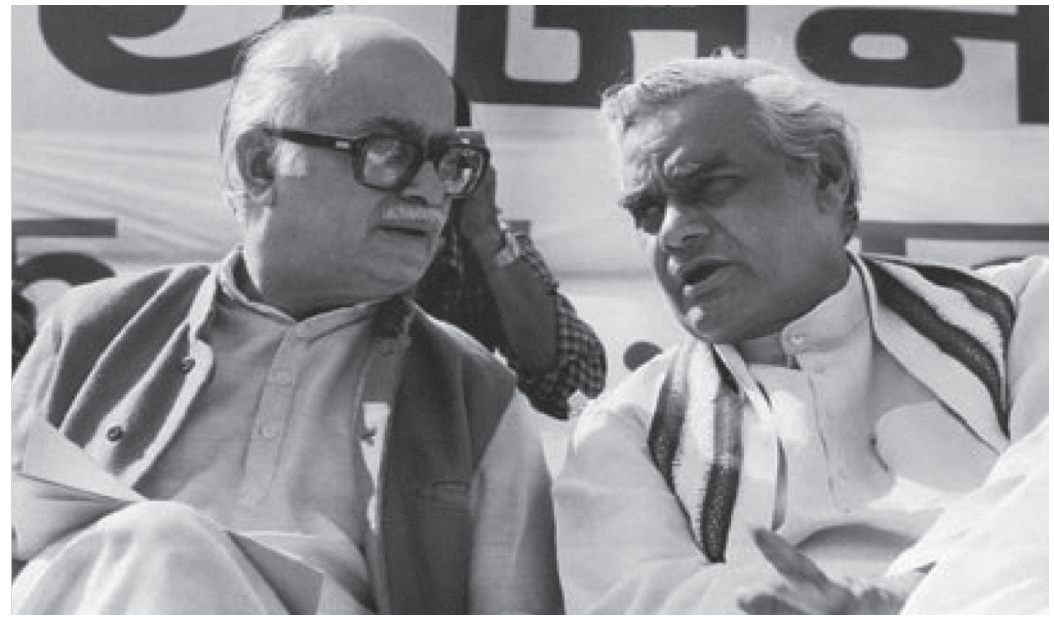
On October 21, 1951, the Bharatiya Jana Sangh was founded and within no time the party had geared up for the first general elections. The rectangular saffron flag with a Deepak inscribed on it was the election symbol. Jana Sangh got 3.06 per cent vote share and three MPs including Dr Syama Prasad Mookerjee were elected to the Lok Sabha. The Bharatiya Jana Sangh joined hands with friendly political parties to form the National Democratic Front and Dr Mookerjee became the first informal Leader of Opposition in the Lok Sabha.

At the first conference of the Bharatiya Jana Sangh held in Kanpur from December 29-31, 1952, Pt. Deendayal Upadhyaya was elected as the General Secretary, and the first ideological resolution of the party "Cultural Renaissance" Expressing Geo-cultural Nationalism was conceded.

In the 1957 general election, Jana Sangh won four seats and the vote percentage almost doubled to 5.93 per cent. In the 1962 Lok Sabha elections, 14 MPs were elected from Jana Sangh and the vote percentage increased to 6.44. In the fourth general elections in 1967, 35 members got elected to the Lok Sabha and Jana Sangh became the No. 2 political party after the Indian National Congress. In March 1967, the first non-Congress government was formed in Bihar and Jana Sangh became a part of the alliance called *Samyukta Vidhayak Dal* (SVD). Thereafter, the party became a part of the coalition governments (SVD) formed in Punjab, Delhi, Uttar Pradesh, Haryana and Madhya Pradesh.

In January 1971 general elections, the party witnessed a slide for the first time after its formation. Its number came down to 21 from 35 in the Lok Sabha. On the midnight of June 25, 1975, national Emergency was declared which curtailed the civil liberties of the citizens. Thousands of leaders of political parties and socio-





(Right, top)
(From left to right) Shri Eknath Ranade, Sarkaryavah of RSS and founder of Vivekanand Rock Memorial, Pt. Deendayal Upadhyaya, General Secretary of Bharatiya Jana Sangh, Shri K.R. Malkani, Editor of* Organiser *weekly, and Shri Atal Bihari Vajpayee, leader of Bharatiya Jana Sangh, are seen in this rare photograph.

(Right)
Veterans of BJP Shri Lal Krishna Advani and Shri Atal Bihari Vajpayee.



(Above)
Dr. Bhai Mahaveer, Shri P. Prameshwaran, Shri Bhairon Singh Shekhawat, Shri Narayan Swarup Sharma, Shri Lal Krishna Advani, Shri Jagannath Joshi, Smt. Vijaya Raje Scindia, Shri Bachharaj Vyas, Shri Atal Bihari Vajpayee (in front row) with senior functionaries of the party during the 1973-74 national conference.



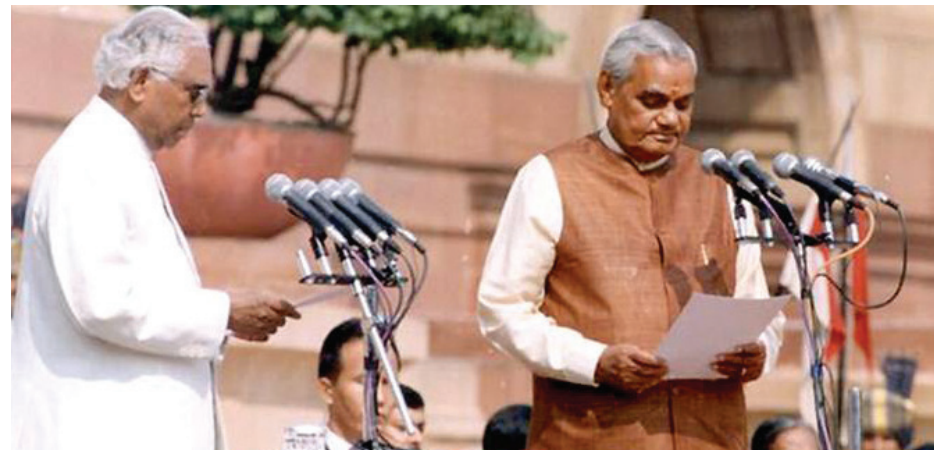
(Above)
After the swearing-in ceremony in October 1999, President of India Shri K.R. Narayanan with Vice-President Shri Krishan Kant, Prime Minister Shri Atal Bihari Vajpayee, Home Minister Shri L.K. Advani and Human Resource Development Minister Shri Murli Manohar Joshi, among other cabinet colleagues.





cultural organizations such as the Rashtriya Swayamsevak Sangh (RSS) were either jailed under the provisions of draconian MISA (Maintenance of Internal Security Act) laws or went underground. RSS was banned too. Widespread underground movements took place throughout the country under the leadership of Jana Sangh karyakartas and RSS swayamsevaks.

Babu Jayaprakash Narayan handed over the responsibilities of Lok Sangharsh Samiti to Shri Nanaji Deshmukh. Widespread movements took place throughout the country and a large number of people were jailed. The karykartas of Jana Sangh and Swayamsevaks of the RSS were in the forefront of this movement. Elections were held in 1977. It was a silent revolution in India. After the elections on March 23, 1977 the end of Emergency was declared. The Jana Sangh merged with the Janata Party. Three leaders of the Jana Sangh joined the Government.



(Above)
BJP leaders Shri Lal Krishna Advani, Shri Atal Bihari Vajpayee, Shri Sikandar Bakht and other leaders at a national training camp at Jhinjholi (Haryana) in 2000.

(Opposite page)
Senior BJP leaders Shri Ved Prakash Goyal, Shri Satya Pal Jain, Shri Lal Krishna Advani, Shri Atal Bihari Vajpayee and others at a national training camp at Jhinjholi in 2000.



Due to ideological differences the leaders of Jana Sangh left the Janata Party and on April 6, 1980 formed the Bharatiya Janata Party (BJP) on the basis of panchnishthas (five commitments).

In 1984 first general elections after it's formation, the Bharatiya Janata Party won only two seats. In 1989, BJP got 86 seats and Shri Lal Krishna Advani got elected to the Lok Sabha for the first time. Before the 1991 Lok Sabha elections, Congress was again voted to power but BJP's tally increased from 86 to 119.

In 1996, 1998 and 1999, three Lok Sabha elections were held in which BJP emerged as the single largest party and Shri Atal Bihari Vajpayee became the Prime Minister, first for 13 days, then for 13 months and then for four-and-a-half years. The National Democratic Alliance (NDA) which formed the government under the leadership of Shri Vajpayee in May 1998 collapsed within a year; but was voted back to power in the 1999 general elections with support from other regional parties. Shri Vajpayee continued in office till the Lok Sabha elections in November 2004 which was held six months ahead of schedule. Though NDA could not garner majority to form the government, but for the next 10 years BJP continued to play an active and constructive role as an Opposition party.

Following the landslide victory in the 2014 Lok Sabha elections, the BJP-led coalition, the National Democratic Alliance (NDA), won 336 seats with BJP alone getting 282 seats. NDA became the first coalition to win such a huge number of seats, and it is for the first time in India's independent history that any single party, other than the Congress, got the majority on its own.

BJP has swept the polls in northern, western and central India, and the party has also made considerable gains in states where it has been traditionally weak. In Uttar Pradesh, which sends 80 members to the Lok Sabha, NDA coalition won 73 seats. On May 26, 2014, Shri Narendra Damodardas Modi formed the government at the Centre with the vision 'Sabka Saath, Sabka Vikas'.



(Right)
President of India Shri Pranab Mukherjee administering the oath of office to Prime Minister Shri Narendra Modi during the swearing-in ceremony at Rashtrapati Bhavan in New Delhi on May 26, 2014.



On May 26, 2014, at the forecourt of Rashtrapati Bhavan, Shri Narendra Modi took oath of office as the 15th Prime Minister of India and a new era of hope and trust commenced. Under his able leadership, the country is marching towards development-oriented policies and programmes, new work culture and corruption-free governance. He has been working with a vision to eliminate poverty, inspiring the youth with his unique initiatives by not only creating jobs but also encouraging entrepreneurship. Under the Prime Ministership of Shri Narendra Modi, India added a new approach to its foreign policy and ensured India's presence and power is felt globally and at the same time, India's internal security is not compromised. During the last five years all external threats have also been strategically retaliated with alacrity and deterrent force.

The Prime Minister has presented a new image of India during the foreign visits and has been hugely successful in shifting the global attention towards India. In less than three months after he proposed the idea of celebrating International Yoga Day on June 21, it was accepted by the United Nations General Assembly, exemplifying the universal appeal towards India's traditional way of staying fit.



(Right)
Prime Minister Shri Narendra Modi unfurling the tricolour flag on the occasion of 68th Independence Day from the ramparts of Red Fort, New Delhi, on August 15, 2014.

(Opposite page)
Prime Minister Shri Narendra Modi addressing the Nation on the occasion of 68th Independence Day from the ramparts of Red Fort, New Delhi, on August 15, 2014.




B.J.P.

TRAINING
IN THE STATES





The Bharatiya Janata Party leaders have time and again reiterated and emphasized on decentralization of power and strengthening of the democratic structure at the grassroots level. To cater to the needs of people in every nook and corner of the country, the party deploys its karyakartas right from the panchayat level to the national level and trains them at regular intervals on the values and ideologies of the party to serve the people in true spirit.

They may speak in a different language, have a different taste for food, but BJP karyakartas across the country work with one motto, that is of nation building.

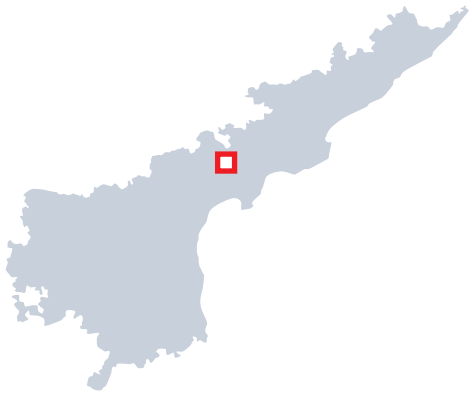
A total of 14,96,160 *karyakartas* underwent training during the Pt. Deendayal Upadhyaya Prashikshan Mahabhiyan. The training was organized at the mandal, district, state and national level. The 137 district-level workshops saw the participation of 19,136 karyakartas. Similarly, 1,84,373 participants were seen at the 656 district level training; 12,12,704 participants at the 9,309 mandal level; and 3,700 participants were seen at the 18 state level. Trainings were also held for various morchas, departments and projects at national, state and district level.

Shri Ram Bilas Sharma, Education Minister of Haryana along with delegates at Haryana state training programme.

ANDHRA PRADESH

The state of Andhra Pradesh was created on June 2, 2014, as a result of the Andhra Pradesh Reorganisation Act, 2014, that bifurcated the state of Andhra Pradesh into Telangana and the residuary Andhra Pradesh state. It is the eighth-largest state in India in terms of area and the tenth most populous state. Telugu is the official language of Andhra Pradesh. The state has a coastline of 974 km — the second longest coastline among states of India, after Gujarat. The Tirumala Venkateswara Temple in Tirupati is one of the world's most visited religious sites and the second richest temple, with 1.83 crore visitors per year.

BJP state unit imparted training to over 26,000 karyakartas who participated in more than 230 camps organized at mandal, district and state level at different locations.



Capital: Amaravati
Population: 4.97 crore (2011 census)
Area: 1,62,970 sq km
BJP training districts: 17
BJP training mandals: 658





(Above)
Delegates attending Pt. Deendayal Upadhyaya Prashikshan Mahabhiyan training session in Guntur, Andhra Pradesh, 2016.

(Opposite page)
The training programme was inaugurated in Guntur by lighting a traditional lamp.


BJP
BJP
BJP
పండిత
2016. గుంటూరు





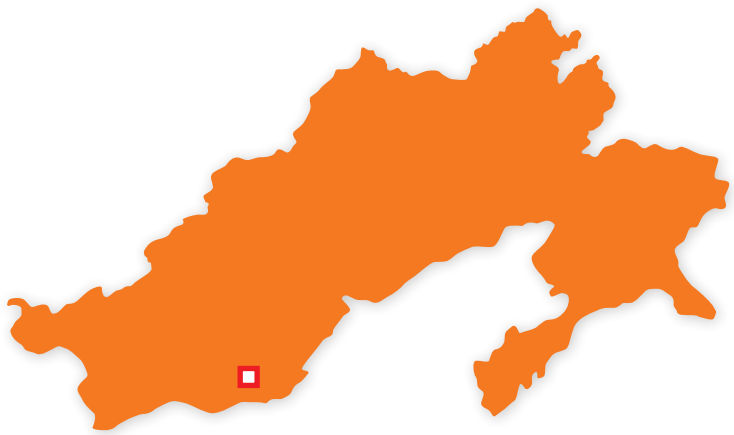
(Above and right)
Leaders and trainees of BJP converge at Anantapur, Andhra Pradesh, for a training session under Pt. Deendayal Upadhyaya Prashikshan Mahabhiyan.


భారతీయ జనతాపార్టీ - అనంతపురం జిల్లా

ARUNACHAL PRADESH

Arunachal Pradesh constitutes a mountainous area in the extreme north-eastern part of the country and is bordered by the kingdom of Bhutan, the Tibet Autonomous Region of China and Myanmar. Arunachal Pradesh, meaning "Land of the Rising Sun," finds mention in the ancient Hindu literatures like Mahabharata and Kalika Purana.

This BJP-ruled state has provided training to more than 1,500 karyakartas in 65 camps at mandal, district and state level.



Capital: Itanagar
Population: 13.82 lakh (2011 census)
Area: 83,743 sq km
Assembly seats: 60 (41)
Parliamentary seats: 2 (2)
BJP training districts: 21
BJP training mandals: 60





(Top)
Delegates during the recital of national anthem.

(Above)
Delegates listening intensely during a training workshop.

(Opposite page)
Shri Ajay Jamwal, Sangathan Mantri of North East, Shri P. Muralidhar Rao, Dr. Mahesh Chandra Sharma and Shri Dungali Libang, State Co-Convenor Training Programme, paying obeisance to party founders befor the start of the training programme.







(Above)
Dr. Mahesh Chandra Sharma, National Convenor, Pt. Deendayal Upadhyaya Prashikshan Mahabhiyan, Shri P. Muralidhar Rao, National General Secretary and in-charge of Pt. Deendayal Upadhyaya Prashikshan Mahabhiyan (seated third from right), Shri Tapir Gao, State President of Arunachal Pradesh, with state leaders at the training session.

(Right)
Training workshop attendees during the recital of national anthem.

(Opposite page)
BJP karyakartas in Arunachal Pradesh celebrating the birth anniversary of Pt. Deendayal Upadhyaya.


ANATA PARTY
L PRADESH
YAY BIRTH CENTENARY
HAN SHIVIR
or
illors
1916
2016
जन्म शताब्दी वर्ष
लक्ष्य अंत्योदय
प्रण अंत्योदय
पथ
पंडित दीनदयाल उपाध्याय
1916
जन्म शताब्दी वर्ष

ASSAM

Assam is located in north-east of the eastern Himalayas along the Brahmaputra and Barak River valleys. The state is bordered by Bhutan and Bangladesh. Known for its tea and silk produce, Assam's economy is thriving due to the wildlife tourism. The Kaziranga National Park and Manas National Park are the World Heritage Sites. Assam receives more rainfall than most parts of India.

Some 208 camps were organized in the state in which 32,000 karyakartas were educated on party ideology, policies and objectives of the Bharatiya Janata Party.



Capital: Dispur
Population: 3.12 crore (2011 census)
Area: 78,438 sq km
Assembly seats: 126 (61)
Parliamentary seats: 14 (9)
BJP training districts: 38
BJP training mandals: 303



Shri Sarbananda Sonowal, Chief Minister of Assam, and Shri Amit Shah, National President, Shri P. Muralidhar Rao, Shri Raman Deka (MP) at the inaugural event of a training session organized by Pt. Deendayal Upadhyaya Prashikshan Mahabhiyan, 2016.







(Above)
Shri Ranjit Kumar Das, State President of Assam, along with other party leaders during a training session for karyakartas.

(Right)
Delegates attending a state level training workshop.


ভারতীয় জনতা পার্টি, অসম প্রদেশ
পণ্ডিত দীনদয়াল উপাধ্যায়

BIHAR

Bihar is the 13th-largest state of India and the third-largest by population. The state is an amalgamation of three distinct regions: Magadh, Mithila and Bhojpur. On November 15, 2000, southern Bihar was ceded to form the new state of Jharkhand. In ancient and classical India, the area known as Magadha was considered a centre of power, learning and culture. From Magadha arose India's first empire, the Mauryan empire, as well as one of the world's most widely adhered to religion, Buddhism.

BJP under Pt. Deendayal Upadhyaya Prashikshan Mahabhiyan imparted training to 1,20,000 participants in 800 camps organized across the state at block, district and state level.



Capital: Patna
Population: 10.38 crore (2011 census)
Area: 94,163 sq km
Assembly seats: 243 (54)
Parliamentary seats: 40 (17)
BJP training districts: 43
BJP training mandals: 1,043



Senior leader of BJP addressing karyakartas at a training session. A section of audience in a training programme in Bihar.


14-17 दिसम्बर 2017
पंडित दीनदयाल उपाध्याय
प्रशिक्षण महाभियान
भाजपा
बिहार प्रदेश



(Left)
Field-level block in-charges are preparing for a training session.

(Below)
State-level participants trained on booth-level operations.

(Opposite page)
State-level training programme under progress in Bihar.




अंत्योदय के पथ पर
संकल्प से
प्रशिक्षण वर्ग
जनवरी 2018
बिहार

CHHATTISGARH

Chhattisgarh is the tenth-largest state in India and 17th most populated state. The state is rich in natural resources. Chhattisgarh is also known for its aluminium and steel industry. The state also produces 20 per cent of the country's cement, it has the highest output of coal in the country with the second highest reserves and third in iron ore production and fisrt in tin production.

The state was formed on November 1, 2000, by partitioning the state of Madhya Pradesh.

The party organized 325 camps since 2015 wherein 50,000 *karyakartas* participated in mandal, district and state training programmes.



Capital: Raipur
Population: 2.55 crore (2011 census)
Area: 1,35,191 sq km
Assembly seats: 90 (14)
Parliamentary seats: 12 (9)
BJP training districts: 29
BJP training mandals: 300





(Top)
BJP senior leader of Chhattisgarh lighting a traditional lamp to mark the inauguration of a training session and a cross-section of trainees at a training event at Raipur.

(Above)
Shri Saudan Singh - Joint General Secretary (Organization) addressing the gathering during one of the workshops.

(Opposite page)
Dr. Raman Singh, former Chief Minister of Chhattisgarh with Shri P. Muralidhar Rao and others at a State-level leaders of BJP at a training session in Raipur.


भारतीय जनता पार्टी
पं. दीनदयाल उपाध्याय
प्रशिक्षण महाभियान
प्रदेश कार्यशाला
4-5 अगस्त 2015, चम्पारण, छत्तीसगढ़
सशक्त भाजपा-सशक्त भारत
प्रशिक्षण
महाभियान
प्रांतीय कार्यशाला

GOA

Goa within the coastal region known as the Konkan is India's smallest state by area and the fourth smallest by population. Goa has the highest GDP per capita among all Indian states. The state is visited by large numbers of international and domestic tourists each year for its white sand beaches, nightlife, places of worship and World Heritage Architecture.

In 40 camps organized by the state BJP, more than 4,000 karyakartas underwent training since 2015 at various levels.



Capital: Panaji
Population: 18.2 lakh (2011 census)
Area: 3,702 sq km
Assembly seats: 40 (27)
Parliamentary seats: 2 (1)
BJP training districts: 2
BJP training mandals: 40





(Top)
Shri Amit Shah, National President of BJP, garlanding a portrait of Pt. Deendayal Upadhyaya, in a meeting of karyakartas in Goa.

(Above)
Interactive session of a core group in progress.

(Opposite page)
Karyakartas displaying their endorsement by show of their hands.



GUJARAT

With ₹14.96 lakh crore in gross domestic product and a per capita GDP of ₹1,57,000, Gujarat has the third-largest state economy in India. It has the longest coastline of 1,600 km and was one of the main areas of the Indus Valley Civilization. The ancient history of Gujarat is enriched by the commercial activities of its inhabitants.

BJP has a considerable base in Gujarat. No wonder over one lakh karyakartas joined the 634 camps to undergo training at all levels of training sessions.



Capital: Gandhinagar
Population: 6.27 crore (2011 census)
Area: 1,96,024 sq km
Assembly seats: 182 (103)
Parliamentary seats: 26 (26)
BJP training districts: 41
BJP training mandals: 583





(Top)
Shri P. Muralidhar Rao, in-charge of Pt. Deendayal Upadhyaya Prashikshan Mahabhiyan and National General Secretary of BJP, addressing delegates at a state-level training camp in Gujarat.

(Above)
Chief Minister Shri Vijay Rupani, Shri P. Muralidhar Rao, Dr. Mahesh Chandra Sharma and other leaders planted a tree at a state-level training camp in Gujarat.

(Opposite page)
State-level karyakartas at a training session in Gujarat.







(Above and right)
Senior BJP leaders of Gujarat inaugurated a training session by lighting a traditional lamp.

(Opposite page) Shri Vijay Rupani, Chief Minister of Gujarat, being facilitated by the state BJP leaders.


પરિવાર નિર્માણ

HARYANA

On November 1, 1966, Haryana was carved out of the former state of East Punjab on linguistic basis. While Chandigarh is the capital, Faridabad in the National Capital Region (NCR) is the most populous city of the state and Gurugram is the financial hub of NCR with major Fortune 500 companies located in it. Faridabad has been described as the third fastest growing city of India and in services sector Gurugram ranks No. 1 in India.

About 30,000 karyakartas were trained at the state, district and mandal levels since 2015.



Capital: Chandigarh
Population: 2.54 crore (2011 census)
Area: 44,212 sq km
Assembly seats: 90 (40)
Parliamentary seats: 10 (10)
BJP training districts: 22
BJP training mandals: 285





(Top)
Dr. Anil Jain, National General Secretary, during a state level training programme.

(Above and opposite page)
Training programme for karyakartas in progress in Surajkund, Haryana.









(Left and above)
A cultural programme was organized at the training camp in Surajkund.

(Opposite page)
A section of delegates at Surajkund training session.


पं. दीनदयाल उपाध्याय
प्रशिक्षण महाभियान
प्रदेश प्रशिक्षण वर्ग
4 -7 अगस्त 2016
सूरजकुंड, फरीदाबाद

HIMACHAL PRADESH

Spread across valleys, Himachal Pradesh is situated in the Western Himalayas and has one of the richest reservoirs of biological diversity in the world. Many perennial rivers flow in the state with numerous hydropower plants producing surplus electricity that is sold to states such as Delhi, Punjab and West Bengal. Tourism and agriculture are also important constituents of the state's economy. The state has one of the highest per capita incomes among Indian states.

At least 80 camps were organized in Himachal Pradesh where 30,000 karyakartas learnt the party ideology, principles and polices.



Capital: Shimla
Population: 68.6 lakh (2011 census)
Area: 55,673 sq km
Assembly seats: 68 (43)
Parliamentary seats: 4 (4)
BJP training districts: 17
BJP training mandals: 68





(Top and above)
Training session for Shimla district karyakartas under way.

(Opposite page)
Shri J.P. Nadda, the then Union Minister for Health and Family Welfare (Currently the National President), being presented a memento at a meeting in Himachal Pradesh in the presence of Shri Shanta Kumar and Shri Prem Kumar Dhumal, Former Chief Ministers of Himachal Pradesh.



JAMMU AND KASHMIR

The northernmost state of India, Jammu and Kashmir consists of three regions: Jammu, the Kashmir Valley and Ladakh. A part of Jammu and Kashmir has been illegally occupied by Pakistan and India has been agitating to get it back. Srinagar is its summer capital and Jammu its winter capital. The Kashmir Valley is famous for its beautiful mountainous landscape, and Jammu's numerous shrines attract tens of thousands of Hindu pilgrims every year, while Ladakh is renowned for its remote mountain beauty and Buddhist culture.

BJP considers Article 370 and 35A as an aberration and is committed to remove any obstacle, which insulates or isolates people of Jammu and Kashmir from the rest of India.

The state saw the participation of 22,500 karyakartas in about 150 camps organized across the state.



Capital: Srinagar (Summer), Jammu (Winter)
Population: 1.25 crore (2011 census)
Area: 1,01,338 sq km
Parliamentary seats: 6 (BJP: 3)
BJP training districts: 29
BJP training mandals: 145





(Top and above)
Training session of BJP's Jammu and Kashmir state unit in progress.

(Opposite page)
Senior leaders of Jammu and Kashmir state posing for a photograph at the venue of training session.



JHARKHAND

Jharkhand was carved out of the southern part of Bihar on November 15, 2000. The state accounts for 40 per cent of mineral resources of India.

With the aim to increase their presence in the state, BJP had organized 341 training camps where 45,000 karyakartas were trained.



Capital: Ranchi
Population: 3.29 crore (2011 census)
Area: 79,714 sq km
Assembly seats: 81 (49)
Parliamentary seats: 14 (12)
BJP training districts: 26
BJP training mandals: 511





(Top and above)
Jharkhand state unit of BJP organized a training session in Dhanbad.

(Opposite page)
Senior leader addressing karyakartas at Dhanbad training session.


1916
2016
जन्म शताब्दी वर्ष
भारतीय जनता पार्टी, झारखंड प्रदेश
उपाध्याय प्रशिक्षण महा अभियान
सभा स्तरीय प्रशिक्षण वर्ग
भा.
ज.
पा.

KARNATAKA

Karnataka was formed on November 1, 1956, with the passage of the States Reorganisation Act. Originally known as the State of Mysore, it was renamed Karnataka in 1973. The economy of Karnataka is the fifth-largest in India with ₹14.08 lakh crore in gross domestic product and a per capita GDP of ₹1,74,000. Culturally rich, Karnataka has contributed significantly to both the Carnatic and Hindustani musical traditions. The establishment of high technology firms in Bengaluru has led to the growth of Information Technology (IT) sector which employs about 35 per cent of India's pool of 25 lakh IT professionals and accounts for the highest IT-related exports in the country.

The state BJP unit steered the training programme by organizing 450 camps where 70,000 karyakartas were trained.



Capital: Bengaluru
Population: 6.41 crore (2011 census)
Area: 1,91,791 sq km
Assembly seats: 224 (105)
Parliamentary seats: 28 (26)
BJP training districts: 36
BJP training mandals: 280





(Top)
Shri Ananth Kumar, former Union Minister for Parliamentary Affairs, and Shri B.S. Yeddyurappa, Leader of Opposition in Karnataka Assembly and a senior BJP leader, paying obeisance to Bharat Mata and founders during the inaugural session of state-level training camp in Bengaluru.

(Above)
A senior leader addressing karyakartas at the Bengaluru training session.

Karyakartas taking notes in a training camp.





(Above)
Shri B.S. Yeddyurappa addressing the BJP karyakartas at a training camp in Bengaluru.

(Right and opposite page)
Senior leaders of BJP addressing delegates at a training camp in Bengaluru.


ಬಿಜೆಪಿ–ಕರ್ನಾಟಕ
ಪಂ. ದೀನದಯಾಳ ಉಪಾಧ್ಯಾಯ
ರಾಜ್ಯ ಪ್ರಶಿಕ್ಷಣ ವರ್ಗ
ಬೆಂಗಳೂರು
ಕರ್ನಾಟಕ

KERALA

Kerala state was formed on November 1, 1956, following the States Reorganisation Act by combining Malayalam-speaking regions. The state has the lowest positive population growth rate in India (3.44 per cent); the highest Human Development Index (0.712) in 2015; the highest literacy rate (93.91 per cent) in the 2011 census; the highest life expectancy (77 years); and the highest sex ratio (1,084 women per 1,000 men). In the agricultural sector, pepper and natural rubber, coconut, tea, coffee, cashew and spices, Kerala is a major producing state. With backwaters, hill stations, beaches, Ayurvedic tourism and tropical greenery, the state has got numerous tourist attractions.

Kerala saw the participation of 14,000 karyakartas in the 140 training camps organized by the party throughout the state.



Capital: Thiruvananthapuram
Population: 3.48 crore (2011 census)
Area: 38,863 sq km
Assembly seats: 140 (1)
Parliamentary seats: 20
BJP training districts: 14
BJP training mandals: 140





(Top)
BJP leaders of Kerala hoisting the party flag at a training camp and attentive Karyakartas in a camp.

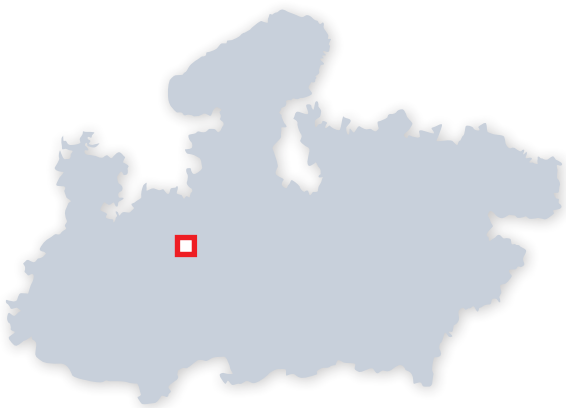
(Above and opposite page)
Hundreds of delegates and senior leaders of BJP attending a training session in Kerala.


യുവമോർച്ച, കേരളം
സംസ്ഥാന
നേതൃശിൽപശാല
HARI'S

MADHYA PRADESH

Called the 'Heart of India' due to its geographical location in India, Madhya Pradesh was the second-largest state in the country by area until 2000. With over 7.33 crore inhabitants, it is the fifth-largest state in India by population. Rich in mineral resources, MP has the largest reserves of diamonds and copper in India. More than 30 per cent of its area is under forest cover. Its tourism industry has seen considerable growth, with the state topping the national tourism awards in 2010-11.

BJP has been in power in the state for a long time and has a considerable number of people who are the party karyakartas. The state thus witnessed more than 600 training camps and the participation of 1,10,000 karyakartas.



Capital: Bhopal
Population: 7.33 crore (2011 census)
Area: 3,08,245 sq km
Assembly seats: 230 (108)
Parliamentary seats: 29 (28)
BJP training districts: 56
BJP training mandals: 833





(Top)
Shri Shivraj Singh Chauhan, then Chief Minister of Madhya Pradesh, paying floral tributes to Pt. Deendayal Upadhyaya at a training session.

(Above)
A section of delegates at a training camp in Madhya Pradesh.

(Opposite page)
Shri Shivraj Singh Chauhan lighting a lamp marking the opening of a training session.









(Above and right)
Karyakartas being welcomed to a training camp and being addressed by a senior office-bearer of Madhya Pradesh state BJP.

(Opposite page)
A section of delegates at a training camp in Madhya Pradesh.

MAHARASHTRA

Maharashtra is India's second-most populous state and third-largest state by area. It's capital, Mumbai, has a population of around 1.8 crore, making it the most populous metro in India. The state has several UNESCO World Heritage Sites, most popularly the Ajanta and Ellora caves. The numerous forts are associated with the life of Chhattrapati Shivaji Maharaj. Maharashtra is the wealthiest state by all major economic parameters and also the most industrialized state in India, contributing about 25 per cent of the country's industrial output. Mumbai is the financial capital of India where stock exchanges and capital markets and commodity exchanges are located.

Maharashtra witnessed 646 training camps organized at mandal, district and state level where more than 64,600 karyakartas have participated.



Capital: Mumbai
Population: 11.42 crore (2011 census)
Area: 3,07,713 sq km
Assembly seats: 288 (105)
Parliamentary seats: 48 (41)
BJP training districts: 64
BJP training mandals: 644





(Top and opposite page)
Maharashtra Chief Minister Shri Devendra Fadnavis addressing the delegates at Pt. Deendayal Upadhyaya Prashikshan Mahabhiyan.

(Above)
Training session in progress.


माधव भांडारी





(Above)
Shri Ravindra Sathe, a member of the national Training Department, addressing BJP karyakartas at a camp in Maharashtra.

(Right)
Ms. Saroj Pandey, National General Secretary, addressing the gathering during one of the meetings.

(Opposite page)
Senior BJP leaders offering prayers to Bharat Mata and founders before the start of the training programme.


भारतीय जनता
B.J.P.

MANIPUR

A state in the north-east of India, Manipur has primarily an agrarian economy, with significant hydroelectric power generation potential. It is connected by air through Imphal airport, the second largest in north-eastern India. Manipur is home to many sports and is also famous for the Manipuri dance form. The state is also credited with introducing polo to the Europeans.

BJP organized 20 training camps and saw the participation of over 2,000 karyakartas in this north-eastern state of India.



Capital: Imphal
Population: 28.58 lakh (2011 census)
Area: 22,327 sq km
Assembly seats: 60 (31)
Parliamentary seats: 2 (1)
BJP training districts: 12
BJP training mandals: 60





(Top)
Senior leaders of Manipur BJP unit offering floral tributes to the founders of the party at the start of the training camp.

(Above)
Karyakartas being trained in Manipur.

(Opposite page)
A section of karyakartas at a training camp.







(Above)
BJP leaders participating in a training camp in Bishnupur mandal of Manipur.

(Right)
Floral tributes being offered to Syama Prasad Mookerjee, the founder of Bharatiya Jana Sangh.

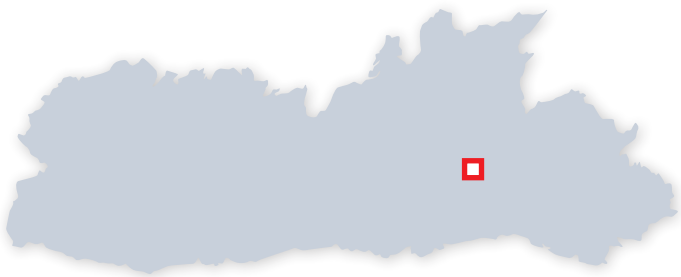
(Opposite page)
A section of karyakartas at a training camp.



MEGHALAYA

Called the 'Scotland of the East', Meghalaya was previously part of Assam. But on January 21, 1972, the districts of Khasi, Garo and Jaintia Hills became the new state of Meghalaya. English is the official language of Meghalaya and the state has historically followed a matrilineal system where the lineage and inheritance are traced through women; the youngest daughter inherits all wealth and she also takes care of her parents. About 70 per cent of the state is forested.

In this north-eastern state of India, BJP organized six camps under the Pt. Deendayal Upadhyaya Prashikshan Mahabhiyan where 430 karyakartas participated in the training programme.



Capital: Shillong
Population: 29.64 lakh (2011 census)
Area: 22,429 sq km
Assembly seats: 60 (BJP: 2)
Parliamentary seats: 2 (BJP: 0)





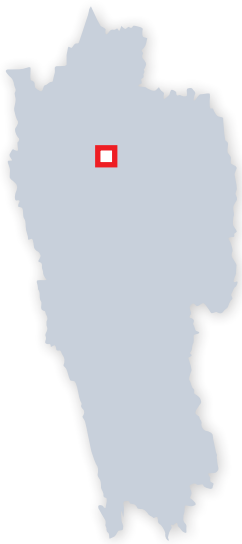
(Top)
Shri P. Muralidhar Rao, in-charge of Pt. Deendayal Upadhyaya Prashikshan Mahabhiyan and National General Secretary of BJP, lighting a lamp to mark the opening session of a training camp in Meghalaya.

(Above and opposite page)
Training of karyakartas under way in Meghalaya.


MEGHALAYA
Bailley

MIZORAM

Like several other north-eastern states of India, Mizoram was previously part of Assam until 1972, when it was carved out as a union territory. It became the 23rd state of India on February 20, 1987. About 91 per cent of the state is forested and about 95 per cent of the population is of diverse tribal origins. Mizoram is one of three Christian majority states of India (87 per cent).



Capital: Aizawl
Population: 11.2 lakh (2011 census)
Area: 21,087 sq km
Assembly seats: 40 (BJP: 1)
BJP training districts: 10
BJP training mandals: 40





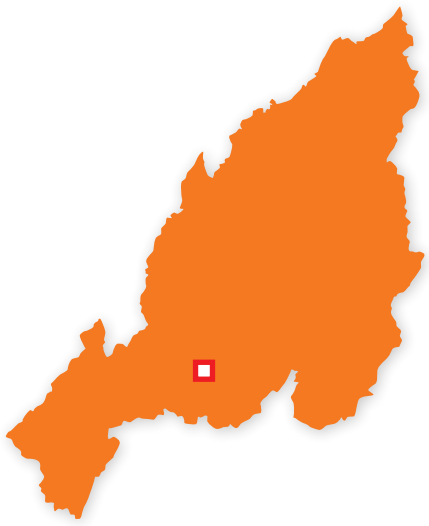
(Top and above)
BJP leaders of Mizoram addressing karyakartas at a training camp.

(Opposite page)
A section of karyakartas.



NAGALAND

The state is inhabited by 16 tribes. Each tribe is unique in character with its own distinct customs, language and dress. English is the official language and the language of the masses. Majority of the population follows Christianity. Agriculture is the most important economic activity besides forestry, tourism, real estate, and miscellaneous industries. The state has experienced insurgency, as well as inter-ethnic conflict since the 1950s. The state is mostly mountainous except those areas bordering the Assam valley.



Capital: Kohima
Population: 19.8 lakh (2011 census)
Area: 16,579 sq km
Assembly seats: 60 (12)
Parliamentary seats: 1 (1)



(Above)
Nagaland state leaders of BJP posing for a photograph during a training camp along with Shri Ram Lal, General Secretary (Organization) of BJP.

ODISHA

Odisha, formerly known as Orissa, was established on April 1, 1936, as a province in British India, and consists predominantly of Odia-speaking regions. The ancient kingdom of Kalinga, which was invaded by the Mauryan emperor Ashoka in 261 BC resulting in the Kalinga War, is the modern-day Odisha. The region also known as Utkala is the third most populous state of India in terms of tribal population.

At least 40,000 BJP karyakartas participated in the 300 camps organized under this largest ever training programme.



Capital: Bhubaneswar
Population: 4.37 crore (2011 census)
Area: 1,55,707 sq km
Assembly seats: 147 (23)
Parliamentary seats: 21 (8)
BJP training districts: 37
BJP training mandals: 451





(Top)
Shri Suresh Pujari, National Secretary and Shri P. Muralidhar Rao, along with other leaders of Odisha state BJP addressing karyakartas at a training session.

(Above)
Shri Arun Singh, National General Secretary interacting with the participants.

PUNJAB

Punjab is identified as land of brave Sikhs and houses the holy shrine of Shri Harimandir Sahib (Golden Temple) in Amritsar. Punjab has a rich culture and has a distinct tradition of dance and music such as 'bhangra' and 'giddha'.

Home to Indus Valley Civilization, Punjab took its name from the five rivers — Sutlej, Ravi, Beas, Chenab and Jhelum — and has abundant water sources and has rich fertile soil. Primarily agriculture-based, the state is also a manufacturing hub of scientific instruments, agricultural goods, electrical goods, financial services, machine tools, textiles, sewing machines, sports goods, starch, tourism, fertilisers, bicycles, garments, and the processing of pine oil and sugar. It has the largest number of steel rolling mill plants in India.

BJP organized 200 training camps in Punjab and saw the participation of 25,000 *karyakartas* who were skilled in nation building.



Capital: Chandigarh
Population: 2.8 crore (2011 census)
Area: 50,362 sq km
Assembly seats: 117 (2)
Parliamentary seats: 13 (4)
BJP training districts: 33
BJP training mandals: 368





(Above and opposite page)
BJP Punjab state unit karyakartas being imparted training at a camp.



RAJASTHAN

Rajasthan, literally the 'Land of Kings' is India's largest state by area. Culturally and historically rich, Rajasthan has many monuments, pilgrimage sites, festivals and wildlife sanctuaries. Rajasthan attracts over 15 million tourists every year and has one of the biggest tourist industry in India. Palaces of Jaipur, lakes of Udaipur, temples of Rajsamand and Pali, sand dunes of Jaisalmer and Bikaner, havelis of Shekhawati, wild life of Ranthambore, scenic beauty of Mount Abu, cattle fair of Pushkar, etc. all attract tourists from all over the world.

Rajasthan saw the participation of 91,000 *karyakartas* in about 500 training camps organized under the Pt. Deendayal Upadhyaya Prashikshan Mahabhiyan.



Capital: Jaipur
Population: 6.89 crore (2011 census)
Area: 3,42,239 sq km
Assembly seats: 200 (72)
Parliamentary seats: 25 (25)
BJP training districts: 39
BJP training mandals: 563





(Top)
Smt. Vasundhara Raje Scindia, former Chief Minister of Rajasthan, along with Shri Ramlal, National General Secretary (Org) during a training session in the state.

(Above)
Karyakartas welcoming leaders to a training camp.

(Opposite page)
Senior leaders attending a training camp in Rajasthan.


भारतीय जनता पार्टी
डीएपी
फिर एकबार


भारतीय जनता पार्टी





(Above)
Senior leaders addressing karyakartas at a training session.

(Right)
Delegates at a training camp in Rajasthan.

(Opposite page)
A section of karyakasthas at a training camp in Rajasthan.

SIKKIM

A kingdom founded by the Namgyal dynasty in the 17th century, Sikkim became a princely state of British India in 1890. After 1947, Sikkim continued its protectorate status with the Republic of India. In 1973, anti-royalist riots took place in front of the Chogyal's palace and a referendum in 1975 led to Sikkim joining India as its 22nd state. Sikkim, which has the highest literacy rate and per capita income among Himalayan states, accounts for the largest share of cardamom production in India, and is the world's second largest producer of the spice after Guatemala.



Capital: Gangtok
Population: 6.19 lakh (2011 census)
Area: 7,096 sq km
Assembly seats: 30 (BJP: 12)
BJP training districts: 4
BJP training mandals: 31





(Above and opposite page)
Karyakartas at a training camp in Sikkim.



TAMIL NADU

Tamil Nadu is the eleventh-largest and the sixth-most populous state of India. The second-largest economy in India with ₹15.96 lakh crore in gross domestic product after Maharashtra, the state is also home to a number of historic buildings, multi-religious pilgrimage sites, hill stations and eight World Heritage Sites. Music, dance, literature, theatre, cuisine, and other art forms dominate a large part of the culture of people living in Tamil Nadu.

This southernmost state of India saw 559 camps organized under the training programme and the participation of 64,780 karyakartas.



Capital: Chennai
Population: 7.21 crore (2011 census)
Area: 1,30,058 sq km
Assembly seats: 234 (0)
Parliamentary seats: 39 (1)
BJP training districts: 43
BJP training mandals: 604



State leaders of Tamil Nadu at a training session.


पंडित दीनदयाल उपाध्याय
1916
2016
जन्म शत
உபாதியாய
முன்னிட்டு





(Above)
Shri P. Muralidhar Rao, in-charge of Pt. Deendayal Upadhyaya Prashikshan Mahabhiyan and National General Secretary of BJP, addressing delegates at a state-level training camp in Tamil Nadu.

(Right and opposite page)
Training session of state-level karyakartas in progress.


பாரதிய ஜனதா கட்சி
தேர்தல் சின்னம்
பண்டித தீனதயாள் உபாத்யாய
நூற்றாண்டு விழா
15நாள் விஸ்தாரக் பயிற்சி முகாம்
06.06.2017 செல்வாய்கிழமை

TELANGANA

On June 2, 2014, Telangana was separated from Andhra Pradesh as the newly formed 29th state with Hyderabad as its capital. The state has emerged as a major focus for robust IT software and services sector, and is also the main administrative centre to a large number of Indian defence, aerospace and research labs. It is the eighth-largest state economy in India with ₹8.43 lakh crore in gross domestic product and a per capita GDP of ₹1,81,000.

At least 45,000 karyakartas participated in the 300 camps organized in Telangana state.



Capital: Hyderabad
Population: 3.52 crore (2011 census)
Area: 1,14,840 sq km
Assembly seats: 119 (1)
Parliamentary seats: 17 (4)
BJP training districts: 31
BJP training mandals: 794



Shri P. Muralidhar Rao, in-charge of Pt. Deendayal Upadhyaya Prashikshan Mahabhiyan and National General Secretary of BJP, addressing delegates at a state-level training camp in Telangana; senior leaders are seated on dias.


పండిత్ దీనదయాళ్ ఉపాధ్యాయ
శిక్షణా శిబిరం
జనతా పార్టీ - తెలంగాణ





(Above, right and opposite page)
BJP karyakartas in Telangana being imparted training under Pt. Deendayal Upadhyaya Prashikshan Mahabhiyan programme.


పండిత్ దీనదయాళ్ ఉపాధ్యాయ
మహా శిక్షణా శిబిరం
భారతీయ జనతా పార్టీ - తెలంగాణ

TRIPURA

Lying in a geographically disadvantageous location with only one major highway, the National Highway 8, connecting it with the rest of the country, Tripura is the third-smallest state in the country which was an independent princely state under the protectorate of the British Empire. It is one of the most literate states in India with a literacy rate of 87.75 per cent and has a forest cover in more than half of the area.

In 2018, BJP ended 40 years of Left Front and Communist Party rule to win a majority of 44 out of 60 seats in the assembly.

BJP organized 30 training camps in this erstwhile princely state, and saw the participation of 4,500 *karyakartas* who were trained at mandal, district and state level.



Capital: Agartala
Population: 36.6 lakh (2011 census)
Area: 10,486 sq km
Assembly seats: 60 (36)
Parliamentary seats: 2 (2)
BJP training districts: 8
BJP training mandals: 60

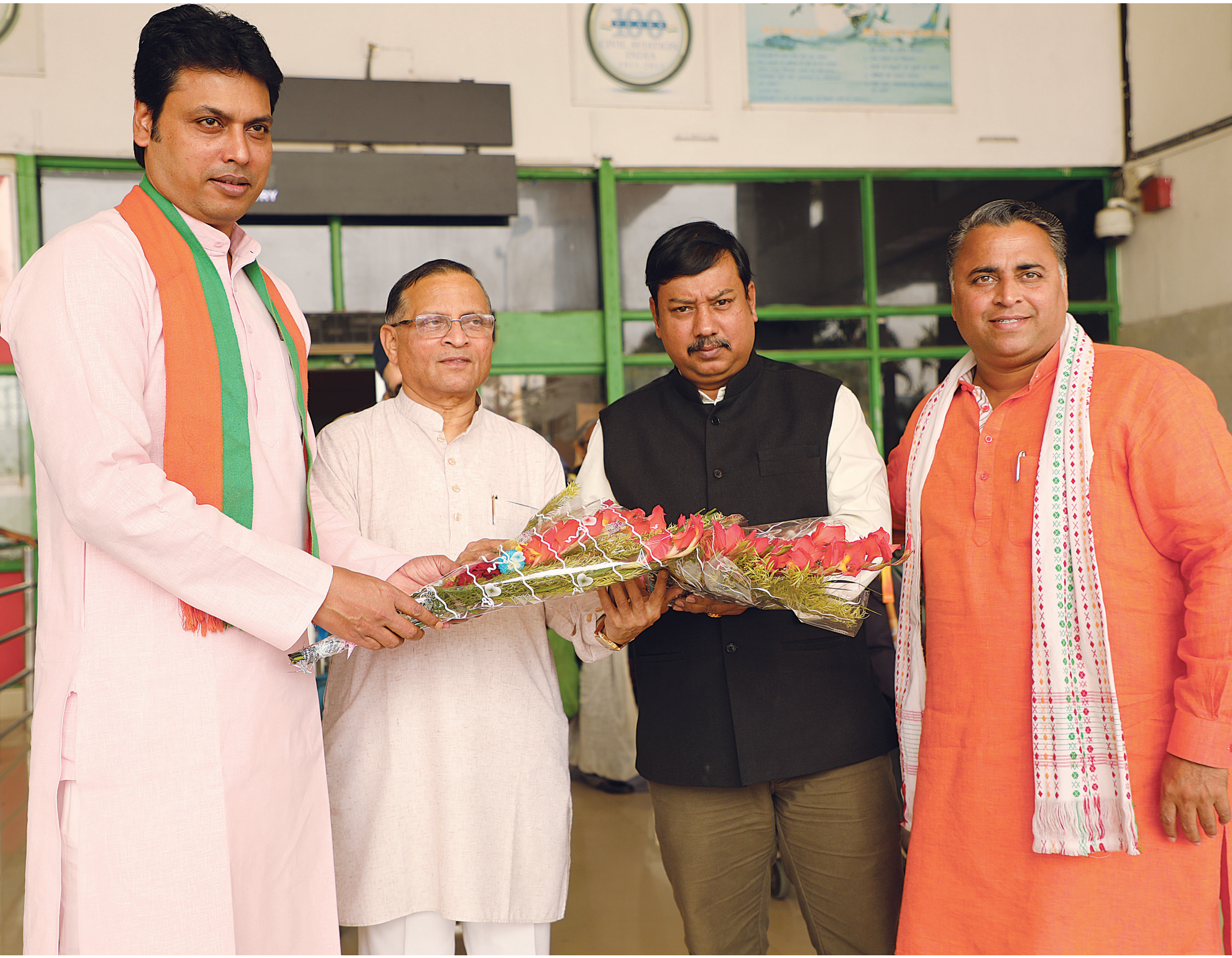




(Top)
Shri Sunil Deodhar, National Secretary of BJP, and Shri Vijay Chauthaiwale, the head of BJP's Foreign Affairs Cell, being welcomed during a training session by Shri Biplab Kumar Deb, Chief Minister of Tripura.

(Above)
A section of karyakartas at the training session.

(Opposite page)
Shri Biplab Kumar Deb, Chief Minister of Tripura, welcoming Shri V. Satish, National Joint Secretary (Organization) of BJP, Shri Sunil Deodhar, National Secretary of BJP, and senior leader of the party to a training camp in Tripura.



UTTARAKHAND

Uttarakhand, earlier known as Uttaranchal, is also referred to as the Devbhumi (Land of the Gods) as it is home to many temples and pilgrimage centres. Known for the natural environment of the Himalayas, Uttarakhand was created from the Himalayan and adjoining north-western districts of Uttar Pradesh as the 27th state of India on November 9, 2000. The state is divided into two divisions, Garhwal and Kumaon, the erstwhile hill kingdoms.

BJP state unit organized 110 camps where 15,000 karyakartas were trained.



Capital: Dehradun
Population: 1.01 crore (2011 census)
Area: 53,483 sq km
Assembly seats: 70 (55)
Parliamentary seats: 5 (5)
BJP training districts: 22
BJP training mandals: 228





(Top)
BJP leaders from Uttarakhand state unit participating in a training camp.

(Above)
Shri Trivendra Singh Rawat, Chief Minister of Uttarakhand, addressing the delegates of Pt. Deendayal Upadhyaya Prashikshan Mahabiyan training camp.

(Opposite page)
Dr. Mahesh Chandra Sharma, National Convenor, Pt. Deendayal Upadhyaya Prashikshan Mahabhiyan, addressing the participants during a training session in Dehradun.


भारतीय जनता पार्टी उत्तराखण्ड





(Above and opposite page)
A training programme under way in Dehradun. Dr. Sambit Patra, National Spokesperson of BJP, addressing karyakartas at a training camp in Dehradun.


लक्ष्य अंत्योदय। प्रण अंत्योदय। पथ अंत्योदय।
भारतीय जनता पार्टी उत्तराखण्ड
पंडित दीनदयाल उपाध्याय प्रशिक्षण महाभियान
जन प्रतिनिधि प्रशिक्षण वर्ग
27–28 जुलाई 2017 देहरादून

UTTAR PRADESH

Situated in the northern region of the India, Uttar Pradesh was created on April 1, 1937, as the United Provinces, and was renamed Uttar Pradesh in 1950. Lucknow, the capital of the state, was under the control of Delhi Sultanate and later the Mughal Empire. It was later transferred to the Nawabs of Awadh.

In 2017, BJP found government in Uttar Pradesh with a massive majority.

In this most populous state of India where BJP has created a space for itself by having its Prime Ministerial candidate voted to power from the state. The party had a landslide victory in the State Assembly elections in March 2017. More than 2,00,000 karyakatas participated in the 2,400 camps organized by the party.



Capital: Lucknow
Population: 20.42 crore (2011 census)
Area: 2,43,290 sq km
Assembly seats: 403 (312)
Parliamentary seats: 80 (64)
BJP training districts: 90
BJP training mandals: 2,400





(Top and opposite page)
Shri Yogi Adityanath, Chief Minister of Uttar Pradesh, offering tributes to Pt. Deendayal Upadhyaya and addressing the trainees at a training camp. Shri Tarun Vijay, a senior BJP leader, former Rajya Sabha MP and Editor of Panchajanya *weekly, is seen in the middle of the photograph.*

(Above)
A section of delegates at a training session.


भारतीय जनता पार्टी
प. दीनदयाल उपाध्याय प्रशिक्षण

WEST BENGAL

West Bengal is India's fourth-most populous state and the sixth-largest state economy in India with ₹10.49 lakh crore in gross domestic product and a per capita GDP of ₹1,08,000. Kolkata, the state capital, is also known as the "cultural capital of the country". Love for literature and football characterizes the state and its people.

In May 2019 general election, BJP won 18 Parliamentary seats in West Bengal and became a major political forces in the state.

BJP organized around 721 camps in West Bengal where 70,000 karyakartas were trained on party ideology and principles besides being reminded about their duty towards nation building.



Capital: Kolkata
Population: 9.13 crore (2011 census)
Area: 88,752 sq km
Assembly seats: 294 (7)
Parliamentary seats: 42 (18)
BJP training districts: 37
BJP training mandals: 1,107





(Top)
A section of delegates at a training camp in West Bengal.

(Above)
Shri P. Muralidhar Rao, in-charge of Prashikshan Mahabhiyan and National General Secretary of BJP, along with Babul Supriyo, Minister of State for Environment, Forest and Climate Change and other delegates during one of the training workshops.

(Opposite page)
Shri Sidharth Nath Singh, Health Minister in the Government of Uttar Pradesh, with senior BJP leaders of West Bengal, lighting a lamp to mark the opening of a training camp.



ANDAMAN AND NICOBAR ISLANDS

The Andaman and Nicobar Islands are a group of islands at the juncture of the Bay of Bengal and Andaman Sea comprising two island groups, the Andaman Islands and the Nicobar Islands. The Andaman Islands are home to the Sentinelese people, who resist contact with the outside world. The islands is now one of the seven union territories of India. Tourism is one of the flourishing industries of Andaman and Nicobar Islands.

The Cellular Jail also known as Kala Pani was a colonial prison in Andaman and Nicobar Islands. The prison was used by the British especially to exile the political prisoners,. Freedom fighters like Vinayak Damodar Savarkar, Batukeshwar Dutt and others were imprisoned here. Today the complex serves as National Memorial Monument.



Capital: Port Blair
Population: 3.80 lakh (2011 census)
Area: 8,249 sq km
Parliamentary seat: 1 (BJP: 1)
BJP training districts: 5
BJP training mandals: 42





(Top and above)
Karyakartas of Andaman and Nicobar BJP unit attending a training camp.

CHANDIGARH

Chandigarh is a city and a union territory in India that serves as the capital of the two neighbouring states of Haryana and Punjab. The city is unique as it is not a part of either of the two states but is governed directly by the Union Government, which administers all such territories in the country. Designed by Swiss-French architect Le Corbusier, Chandigarh is one of the early and the best planned cities of post-Independent India and is world famous for its architecture and urban design. The city also has one of the highest green cover in the country. Tourists from all over the world throng to the city to appreciate its architecture, visit Nek Chand's Rock Garden and the famous Sukna Lake. The city has one of the highest per capita incomes in the country.

More than 750 *karyakartas* participated in seven camps held in the union territory.



Capital: Chandigarh
Population: 10.55 lakh (2011 census)
Area: 114 sq km
Corporation seats: 26 (BJP+: 22)
Parliamentary seats: 1 (1)
BJP training districts: 5
BJP training mandals: 34





(Top)
Dr. Harsha Vardhan, Minister at Ministry of Science & Technology, and Ministry of Health and Family Welfare, along with Shri Sanjay Tandon, State President, Shri Dhirender Tayal, State Training Convenor, during a training camp in Chandigarh.

(Above)
Karyakartas at the training camp.

DADRA AND NAGAR HAVELI

Dadra and Nagar Haveli comprises of two separate geographical entities: Nagar Haveli, wedged between Maharashtra and Gujarat, and the smaller enclave of Dadra, which is surrounded by Gujarat and is 1 km to the north-west. The Portuguese ruled over the areas from 1783 till the mid-20th century.

In only two camps organized in Dadra and Nagar Haveli, at least 200 karyakartas underwent training.



Capital: Silvassa
Population: 3.43 lakh (2011 census)
Area: 491 sq km
Parliamentary seats: 1 (1)
BJP training districts: 2
BJP training mandals: 12





(Top)
Shri V. Satish, National Joint Secretary (Organization) of BJP, addressing karyakartas at a training camp in Silvassa.

(Above)
A training camp in progress in Dadra and Nagar Haveli.

DAMAN AND DIU

Daman and Diu is divided by the Daman Ganga River into two parts — Nani-daman (nani meaning "small") and Moti-daman (moti meaning "big"). Despite its name, Nani-daman is the larger of the two parts, while the old city is mainly in Moti-daman. The downtown area holds most of the important entities like hospitals, supermarkets and major residential areas. The union territory was liberated from the Portuguese in 1961.

In this union territory, the party organized two training sessions and saw the participation of 200 karyakartas.



Capital: Daman
Population: 2.43 lakh (2011 census)
Area: 112 sq km
Parliamentary seat: 1 (1)
BJP training districts: 2
BJP training mandals: 12





(Top and above)
BJP leaders and karyakartas at a training camp in Daman along with Shri P. Muralidhar Rao, in-charge of Pt. Deendayal Upadhyaya Prashikshan Mahabhiyan and National General Secretary of BJP.

DELHI

Delhi, officially the National Capital Territory of Delhi (NCT), is a city and a union territory of India and also the capital of the country. With a population, the second-highest in India after Mumbai, the whole NCT had a population of about 1.68 crore as per 2011 census. Though a union territory, with its own legislature, high court and an executive council of ministers headed by a Chief Minister, the political administration of the NCT of Delhi is like that of a state. The city is believed to be the site of Indraprastha, the legendary capital of the Pandavas in the Indian epic Mahabharata.

Some 272 camps were organized by the Delhi BJP wherein 25,000 karyakartas participated since 2015.



Capital: Delhi
Population: 1.68 crore (2011 census)
Area: 1,484 sq km
Assembly seats: 70 (BJP+: 5)
Parliamentary seats: 7 (BJP: 7)
BJP training districts: 14
BJP training mandals: 280





(Top)
Shri Manoj Tiwari, Delhi state BJP President, being welcomed during the inaugural session.

(Above and opposite page)
Karyakartas at a training session in Delhi.


भारतीय





(Above)
Senior leaders of BJP and karyakartas posing for a photograph after the training camp.

(Right)
Women karyakartas at a training session.

(Opposite page)
Shri Satish Upadhyay, BJP's Delhi state former President, with state leaders of women's morcha participating in a training camp in Delhi.


पंडित दीनदयाल उपाध्याय
प्रशिक्षण महाभियान
प्रशिक्षण शिविर – महिला मोर्चा
रविवार 4 फरवरी, 2018

LAKSHADWEEP

A union territory, Lakshadweep is derived from the Sanskrit word Lakshadwipa, which means "one hundred thousand islands". It is a group of islands in the Laccadive Sea, Minicoy and Aminidivi Islands. This union territory, which was formed in 1956, has a majority of population speaking Malayalam with Mahi (or Mahl) being the most spoken language in Minicoy Island.

The BJP unit of this union territory with 36 islands saw the participation of hundreds of karyakartas in the nine training camps organized to remind them about their duties and responsibilities.



Capital: Kavaratti
Population: 65,500 (2011 census)
Area: 32 sq km
Parliamentary seat: 1 (BJP: 0)





(Top)
BJP leaders from this tiny union territory Lakshadweep welcoming National President of BJP Shri Amit Shah.

(Above)
Karyakartas attending the training camp in traditional attire.

PUDUCHERRY

Puducherry, formerly known as Pondicherry, was formed out of four exclaves of former French India, namely Pondicherry, Karikal, Mahe and Yanam. Puducherry is the 29th most populous and the third most densely populated among the states and union territories of India. The territory was transferred to the Republic of India de facto on November 1, 1954, and de jure on August 16, 1962. The Shri Aurbindo Ashram and the Auroville attract tourists from India and across the globe.



Capital: Puducherry
Population: 12.45 lakh (2011 census)
Area: 562 sq km
Assembly seats: 30
BJP training districts: 6
BJP training mandals: 30





(Above)
Training camp in progress in Puducherry unit of BJP. A large number of karyakartas attending a training session.



MORCHAS, DEPARTMENTS & PROJECTS

MAHILA MORCHA

Recognizing the role and contribution of Indian women in nation building since the Vedic age, the Bharatiya Janata Party has always been in the vanguard demanding equal rights for them. Prime Minister Narendra Modi's Sabka Saath, Sabka Vikas also calls for the participation and development of all—including women. Determined to enhance the capacity of Indian women as leaders, entrepreneurs, scientists, social change-makers—empowering them socially, economically and politically—the BJP government has introduced many welfare programmes for women and brought reforms in the party's working module. Thanks to the meticulous training, the Mahila Morcha karyakartas are today well versed not just on election and media management, but also in taking the government welfare programmes to people and giving voice to the women living in the remotest corner of the country.





(Right, above)
Members of Mahila Morcha attending the preparatory meeting to decide the curriculum for the trainings.

(Right)
P. Muralidhar Rao being presented with a booklet on women empowerment prepared by the Mahila Morcha during the meet.

(Opposite page)
Shri P. Muralidhar Rao, in-charge of Pt. Deendayal Upadhyaya Prashikshan Mahabhiyan and National General Secretary of BJP, and Smt. Vijaya Rahatkar, President of BJP Mohila Morcha, with other members of the Training Department at a preparatory meeting to chalk out the agenda.


पं. दीनदयाल उपाध्याय प्रशिक्षण महाभियान
महिला मोर्चा प्रशिक्षण बैठक 2017
BLOOMS









(Above)
Smt. Vijaya Rahatkar, President of BJP Mahila Morcha, welcoming Shri Suneel Bansal, UP State General Secretary (Organization) during a training session.

(Above,right)
Shri Kailash Vijayvargiya, National General Secretary, presiding over a training session.

(Opposite page, above and right)
A section of mahila karyakartas at a training camp in NCR Delhi.

KISAN MORCHA

Traditionally an agrarian economy, two-thirds of Indian population is still dependent on farming for their livelihood and 50 per cent of income generated in manufacturing industry is from agro-based industry. So when the Atal Bihari Vajpayee government came to power, it concentrated on five issues to change the direction of Indian agriculture—easy loans, transparent and efficient market, use of scientific techniques, setting up of agriculture-based industries and providing skill sets to the farmers. The Modi government has taken forward those welfare programmes more aggressively and aims to double the income of farmers by 2022 by introducing integrated farming, geo-mapping/precision agriculture and solar drier technique. To achieve the goal, training of the Kishan Morcha karyakartas, who have been working among farmers in the rural areas, was organized nationwide in 11,000 mandals.





(Right, above)
Shri Virendra Singh Mast, President of Kisan Morcha, inaugurating a training session by lighting a traditional lamp. Shri Subhash Barala, Haryana state BJP Chief, and Shri O.P. Dinkar, Smt. Sudha Yadav, National Sectretary of BJP, are also seen in the photograph.

(Right)
Shri Bhupender Yadav, National General Secretary, addressing karyakarthas during one of the training sessions of Kisan Morcha.

(Opposite page)
Preparatory meeting of Kisan Morcha in progress for a national convention.









(Above)
The training camp of Kisan Morcha discussed diverse issues concerning farmers in the country.

(Right)
Shri Shiv Prakash, Joint General Secretary (Organization) of BJP, being felicitated by Kisan Morcha leaders.

(Opposite page)
Union Minister for Agriculture Shri Radha Mohan Singh and Shri P. Muralidhar Rao, in-charge of Pt. Deendayal Upadhyaya Prashikshan Mahabhiyan and National General Secretary of BJP, participated in the Kisan Morcha meeting in Delhi.


पं. दीनदयाल उपाध्याय प्रशिक्षण महाभिय
किसान मोर्चा प्रशिक्षण कार्यक्रम 2017
दिनांक : 12 अक्टूबर 2017, स्थानः 11 अशोक रोड, नई दिल्ली
Bisleri

URBAN LOCAL BODIES

The idea behind training of karyakartas right from the village to the national-level, has been to strengthen our democracy at the grassroots level and build political workers who are rightly oriented to serve, deliver and to satisfy the aspirations of the people. Capacity building and preparing for the next level of leadership also becomes extremely important. So the BJP training programme which was scaled up in 2015 under the Pt. Deendayal Upadhyaya Prashikshan Mahabhiyan, involved each and every karyakarta working among the community. The second phase of the training programme emphasizes on specialized training for political workers and elected representatives of BJP in the urban local bodies. The objective is to help build the skill set of the civic body representatives and boost their spirit to work for people. The curriculum includes topics such as statutory provisions, rights and duties of elected representatives, coordination between urban bodies and the state and central governments, to ensure smooth governance and execution of welfare programmes.





(Right and opposite page)
Preparatory meeting for Urban Local Bodies national training camp in progress in New Delhi.


Pt. Deendayal Upadhyay Prashikshan Mahabhiyan
Phase-II
BJP Urban Local Bodies Members Training Program 2017
Venue: Ashoka Road
w Delhi
BLOOMS
Bisleri

RURAL LOCAL BODIES

With more than 70 per cent Indians living in villages, a welfare state will be a distant dream without the development of the remote and sparsely populated areas. Panchayats, older than any known democratic institution of the world and the oldest system of local governance in India and South Asian countries, are a means to develop our rural areas. The second phase of the Pt. Deendayal Upadhyaya Prashikshan Mahabhiyan would focus on training of the representatives of local bodies at panchayat, block and district level. The core areas to be covered in the training sessions include key to responsive administration, role of youth and women in village panchayats, various state and central schemes available for panchayats and financial inclusion.





(Right and opposite page)
Representatives of Rural Local Bodies prepararing the agenda for a national training camp. Shri Mahesh Chandra Sharma, National Convenor, and Shri P. Muralidhar Rao, in-charge of Pt. Deendayal Upadhyaya Prashikshan Mahabhiyan and National General Secretary of BJP, participated in the meeting.


पंडित दीनदयाल उपाध्याय
1916
2016
जन्म शताब्दी वर्ष
Pt. Deendayal Upadhaya Parshikshan Mahabhiyan
Phase II
BJP Local Bodies Representatives Traning Programe 2017
Date: 9th M 17 - Venue: 11 Asho ad, New Delhi
BLOOMS

OBC MORCHA

Realizing the need for working for the good of the people of other backward castes, enhancing its reach and taking welfare initiatives to every section of the society, BJP created the OBC (Other Backward Class) Morcha ahead of the Bihar Legislative Assembly elections in 2015. The top party leaders including President Shri Amit Shah have been travelling to various states of the country, addressing several gatherings, interacting with people to know the problems of the backward classes and inviting them to join the party for the all-round development of their communities.



(Right)
Delegates of OBC Morcha and Training Department had a preparatory meeting to chalk out the agenda for a national convention and training camp.


महाभियान
ता पार्टी
बैठक
दिल्ली

YUVA MORCHA

With the Indian youth achieving great strides in every field today, it would not be wrong to predict that today's Indian youth will be future world leaders too besides bringing glory to the nation. With this insight, the party is expanding its base among the youth and with the help of the energetic Yuva Morcha karyakartas. The Pancha Kranti Abhiyan — Yoga Kranti, Koushal Kranti, Nirman Kranti, Kanya Shakti Kranti and Swachhata Kranti — was organized throughout the country by the Yuva Morcha with hundreds of meetings held to publicize the achievements of the Narendra Modi government and to make people aware about the ongoing socio-economic programmes. In the first Yuva Morcha meeting held in Vrindavan, Uttar Pradesh, some 12,000 representatives from across the country participated. It was followed by meetings at Shimla, Gujarat, Chandigarh, Jodhpur, Mumbai, among other cities.





(Right and opposite page)
Young leaders of Yuva Morcha and members of the Training Department held a preparatory meeting in Delhi to work out the training modules and curriculum for the forthcoming training camp.


पं. दीनदयाल उपाध्याय प्रशिक्षण महाभियान
BLOOMS

WEAVERS AND ARTISANS TRAINING PROGRAMME

From Kalamkari in Andhra Pradesh to Chikankari in Uttar Pradesh, every state of the country produces one or more unique handloom products, meticulously thought, designed and woven by rural artisans. India has a history of more than 5,000 years of weaving tradition and even today more than 90 per cent of world's hand-woven fabric is made in India. Introduction of power looms brought in cheaper products and the market of hand-woven products came down. The BJP Weavers Cell came into existence to revive this India's failing art form. Pt. Deendayal Upadhyaya Prashikshan Mahabhiyan's objective would have been incomplete without training of the people manning the Weavers Cell who were reminded once again about their responsibility of helping the artisans and boosting the fading weaving techniques besides being trained on party ideology and principles.





(Right and opposite page)
Representatives of Weavers and Artisans met in Delhi to prepare the agenda for a national-level training camp.


पं. दीनदयाल उपाध्याय
1916
2016
जन्म शताब्दी वर्ष
प. दीनदयाल उपाध्याय प्रशिक्षण महाभियान
बुनकर
BLOOMS

SCHEDULED CASTE MORCHA

Centuries back the Indian caste system was classified on a family's occupation which over the time became an evil social practice. So every programme planned for the welfare of the people is devised keeping the development of Dalits in mind. The party created the Scheduled Caste (SC) Morcha with the intent to socially and economically uplift the Dalits. Besides the national executive and the Dalit sammelan organized in Delhi, the morcha also celebrates the birth anniversary of Dr B.R. Ambedkar, who is considered the messiah of Dalits and the man behind the making of the Indian Constitution. On November 26, the morcha also organized several programmes including training of newly inducted members to celebrate the Constitution Day. Members of Parliament, legislators, political leaders, social workers and stakeholders from across the country participated in the events.





(Right and opposite page)
Preparatory meeting of Scheduled Caste Morcha in progress.


पंडित दीनदयाल उपाध्याय
1916
2016
जन्म शताब्दी वर्ष
प. दीनदयाल उपाध्याय प्रशिक्षण महाभियान
अनुसूचित जाति मोर्चा
राष्ट्रीय प्रशिक्षण चिंतन बैठक
: 11, अशोक रोड़,
: 09.02.2018
B.J.P.

SCHEDULED TRIBE MORCHA

The tribal people of India, also called the Scheduled Tribe (ST), constitute 8.6 per cent of India's total population. The BJP Scheduled Tribe Morcha was constituted to protect the rights of the *janjathi* and chalk out schemes and programmes for their overall development. Since its inception, the ST Morcha karyakartas are working hard in mainstreaming the *janjathi* population and making the world recognize their inherent potential. The Constitution and successive governments have devised many welfare programmes for them but the majority is still not aware about the schemes. The ST Morcha organized training programmes across the country to create awareness amongst the Scheduled Tribe people regarding the varied welfare schemes meant for them.





(Right)
Representatives of Scheduled Tribe met in Delhi to decide on the agenda for nation-wide training programme.

(Opposite page)
Shri Sunil Pandey, Dr. Mahesh Chandra Shrama, Shri P. Muralidhar Rao, all part of Pt. Deendayal Upadhyaya Prashikshan Mahabhiyan, with senior functionaries of the Scheduled Tribe Morcha.


पंडित दीनदयाल उपाध्याय
1916
2016
जन्म शताब्दी वर्ष
प. दीनदयाल उपाध्याय प्रशिक्षण महाअभियान
B.J.P.

TRAINING OF FIRST-TIME PARLIAMENTARIANS

At the famous Surajkund mela site in Faridabad, the party organized a training camp for the Members of Parliament (MPs) elected to the Upper and Lower House for the first time. Prime Minister Shri Narendra Modi guided the MPs on how to maintain standards in public life and how to take the message of good governance to the people. "For BJP, training is not a ritual, the party has a very long and sturdy tradition of capacity building," he said.

Asking the parliamentarians to shun negativism, Shri Modi said that our approach should be that of mutuality and fellow feeling. He asked the MPs to develop a sense of mission towards their duties and advised the first-time MPs for self-study to have deeper understanding of the subjects. He also guided them on how to nurture their respective constituencies and work for the people. Party President Shri Rajnath Singh urged them to ensure an orderly and disciplined conduct in the House.





(Right, above)
Union Home Minister Shri Rajnath Singh being welcomed to a training camp organized for the first-time BJP Members of Parliament at Surajkund.

(Right and opposite page)
Training of first-time parliamentarians in Faridabad, Haryana, where they were trained in parliamentary procedures and how to take the message of governance to the people. Shri Narendra Modi, Prime Minister of India, guided the parliamentarians on various issues related to their commitment to the public.









(Left, above)
Shri Narendra Modi attending the newly elected Member of Parliament training program as a delegate.

(Left, below)
Shri Vinay Sahasrabuddhe, National Vice President, Shri Raj Nath Singh, Union Home Minister and Shri J.P. Nadda, National President, releasing literature during the training session of MP's held on August 3rd and 4th 2019.

(Right, above)
Training session in progress for the newly elected Member of Parliament of the 17th Lok Sabha.

(Opposite page)
Dignitaries on the dais during the inaugural session of training for the elected Members of Parliament for the 17th Lok Sabha. Shri Thawar Chand Gehlot, Union Minister and Leader of the House Rajya Sabha, Shri Rajnath Singh, Union Home Minister, Shri Narendra Modi, Prime Minister of India and Shri J. P. Nadda, President of BJP.



TRAINING OF MLAs AND MLCs

Good governance, resolving the problems of the people of their constituency, ensuring timely release of funds and implementation of the development projects and proper execution of the welfare schemes were among the many lessons imparted to the Members of Legislative Assembly (MLAs) and Members of Legislative Council (MLCs) of all states of the country during the training imparted to them. They were also told that a legislator can play his role effectively for the progress and prosperity of his constituents, if he makes use of all available opportunities and takes part actively and energetically in the legislative, financial and other business of the House. The legislators were asked to develop a good understanding of the Constitution of India and be ideologically imbibed to carry on their duty as lawmakers of the Bharatiya Janata Party.





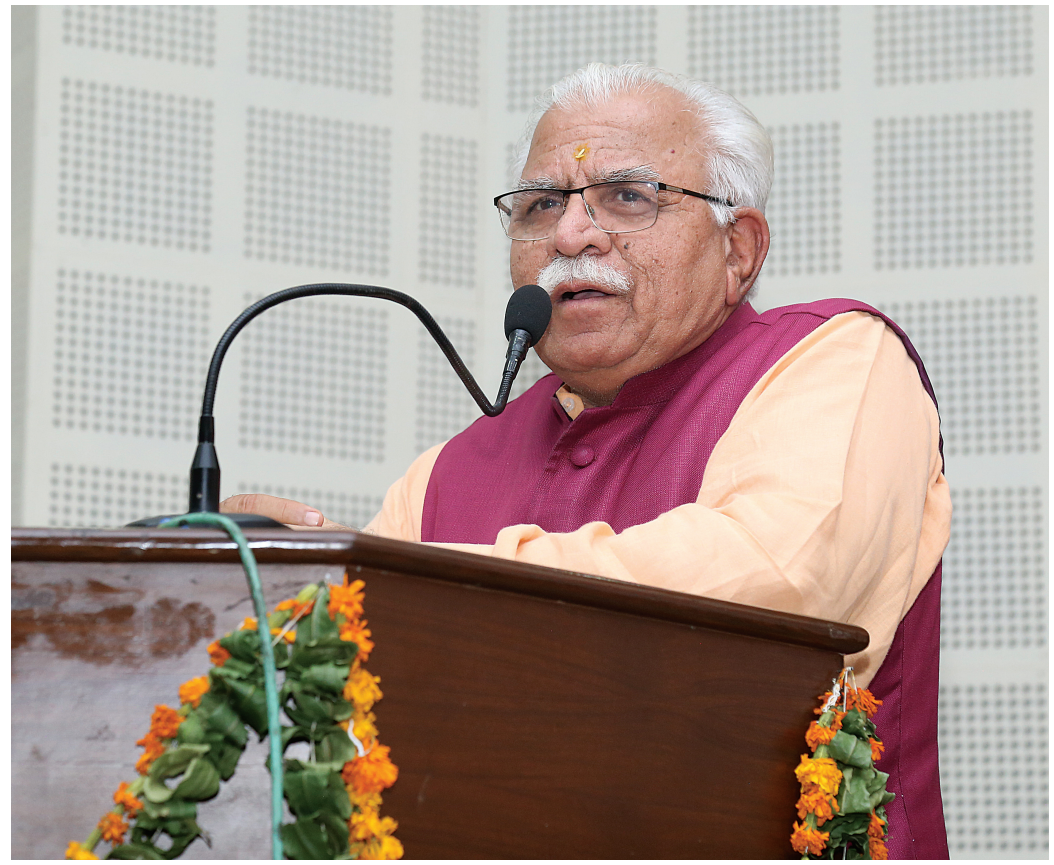
(Right, above)
The core team of Pt. Deendayal Upadhyaya Prashikshan Mahabhiyan comprising Shri Mahesh Chandra Sharma, Shri P. Muralidhar Rao, Dr R. Balashankar, Shri Sunil Pandey and Shri Hemant Goswami during a meeting in Delhi to discuss on training of MLAs and MLCs.

(Right and opposite page)
Shri Amit Shah, National President of BJP, was welcomed by Shri Sarbananda Sonowal, Chief Minister of Assam. Shri Amit Shah later addressed the newly elected MLAs.



TRAINING OF PAs AND PSs

Personal Assistants (PAs) and Personal Secretaries (PSs) are often the first point of contact with the elected representatives for the public, colleagues, stakeholders and government officials. So a PA/PS should be efficient in handling correspondence and administrative work of the elected members to keep him/her free for strategic tasks. All these responsibilities of the PAs and PSs were kept in mind while devising the training programmes for them under Pt. Deendayal Upadhyaya Prashikshan Mahabhiyan. The focus was on personality development and developing their soft skills and managerial ability. The two-day training programmes were organized at different levels where they were made familiar with parliamentary tools and were explained the modus operandi.





(Right, above)
Shri Manohar Lal Khattar, Chief Minister of Haryana, addressing the PAs and PSs at a training camp.

(Right)
Representatives of the Training Department at the PAs and PSs training camp.

(Opposite page)
Interactive session in the training session of PAs and PSs.



MEDIA & SOCIAL MEDIA TRAINING

Use of media and new media for social and political campaigning, networking, increasing presence in the global arena as well as countering the opposition is nothing new for the Bharatiya Janata Party which it is remarkably adept at. The party thus has a dedicated media and social media wing for use, distribution and reproduction of its work, ideas and activities through different mediums of communication. Therefore, training of the people manning the wing was vital. A training programme was organized for them in New Delhi where they were oriented once again about the party ideology and reminded about their role in strategically using the media to advance the party's principles and ideology.





(Right, top)
(From left to right) Shri Ram Lal, General Secretary (Organization) of BJP, with Sardar R.P. Singh, Shri Sambit Patra, Shri Sudhanshu Trivedi and Shri G.V.L. Narasimha Rao at the training session of media and social media representatives.

(Right)
Training of representatives of media and social media underway in New Delhi.

(Opposite page)
Shri Piyush Goyal, Union Minister for Railways, being welcomed at the training session by Shri Sanjay Mayukh, BJP's National Media Co-Incharge. Shri Ram Lal, General Secretary (Organization) of BJP, is seated on left.



COOPERATIVE CELL

Cooperative alliances are formed by people to meet their common aspirations and needs. With many cooperatives formed in the country, the party felt the need to expand its base in the cooperative sector too and help people achieve their dreams. A unique training programme for leaders and elected representatives in the cooperative sector from across the country was taken up to guide people managing the cooperative sector operating at different levels—national, state, district and even at micro levels—to run the cooperatives professionally and efficiently. The modules have been prepared with utmost care so that the trainees could derive maximum benefit. The karyakartas are trained to create awareness among the people about the rules and regulations too.



(Right)
Senior representatives of the Cooperative Cell with Pt. Deendayal Upadhyaya Prashikshan Mahabhiyan team at a preparatory meeting where the training curriculum and schedule was finalized.


छोटे मन से कोई
बड़ा नहीं होता,
टूटे मन से कोई
खड़ा नहीं होता

DEPARTMENTS & PROJECTS TRAINING

People working in different projects and departments of the Bharatiya Janata Party were trained during the Pt. Deendayal Upadhyaya Prashikshan Mahabhiyan. The purpose was to orient them on the party ideology; make them efficient in coordinating with government; teach the communication model between party workers and ministers, and the code of conduct; tell them about the political ideological role of journals and publications and state/region-specific geopolitical development-related literature, among others. The training was imparted to people who work in the party's departments, cells and projects, including Good Governance, Policy Research, Media, Programmes & Meetings, Library, Publicity, Coordination, Election Commission, Legal, Publications, Social Media, International Relations, Ajeevan Sahyog Nidhi, Project/Office Modernization, Swachh Bharat, Beti Bachao Beti Padhao, Namani Gange, Sampark Abhiyan and Sahyog.





(Top)
Shri Amit Malviya, Convenor IT and Social Media, Shri Raghunandan Sharma, Dr. Shiv Shakthi Bakshi, Convenor - Publications and Party Journals, Hemant Goswami and Dr. R.Balashankar of the Training Department, along with other representatives of Departments & Projects underway in Delhi on June 28, 2018.

(Top and above)
Shri Sunil Pandey, Co-Convenor, Training Department, Shri Rajendra Ashok Phadke, Convenor, Beti Bachao Beti Padao, Shri Jagdeep Dhankar, Convenor Legal Cell, Shri Aseervatham Achary, Co-Convenor, Documentation and Library, along with other representatives of Departments & Projects underway in Delhi on June 28, 2018.

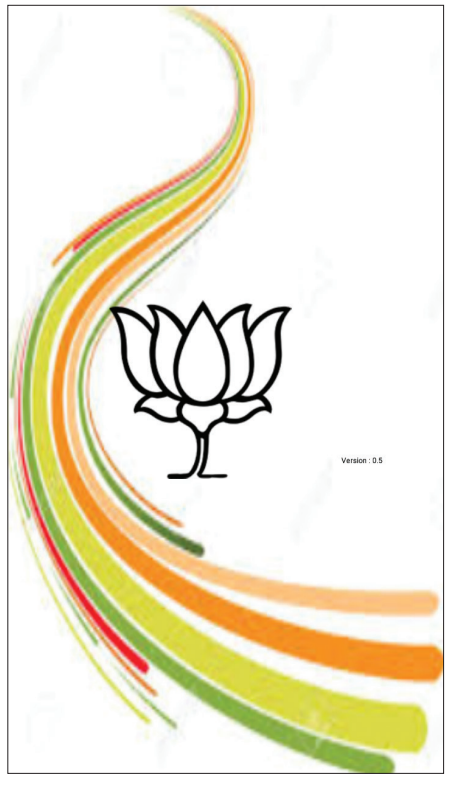


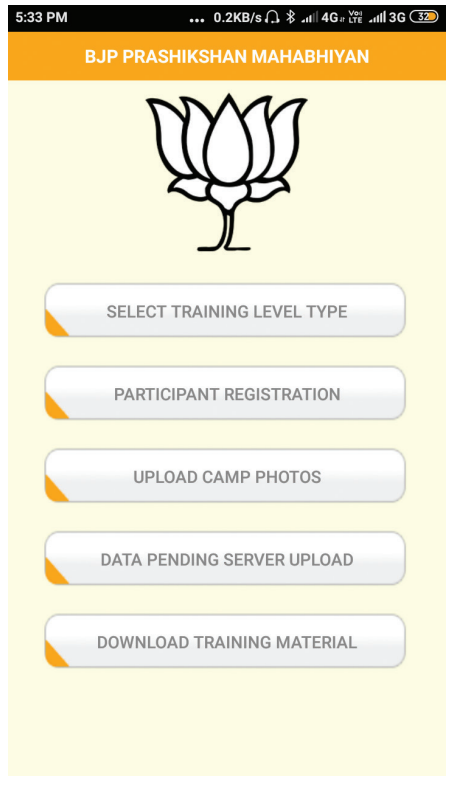
(Above)
Shri Hemant Goswami, Shri Mahesh Chandra Sharma, Shri P. Muralidhar Rao, Shri Sunil Pandey, senior functionaries of Pt. Deendayal Upadhyaya Prashikshan Mahabhiyan, along with Shri Arvind Menon, National In-charge of Departments and Projects, interacting with the delegates in New Delhi.

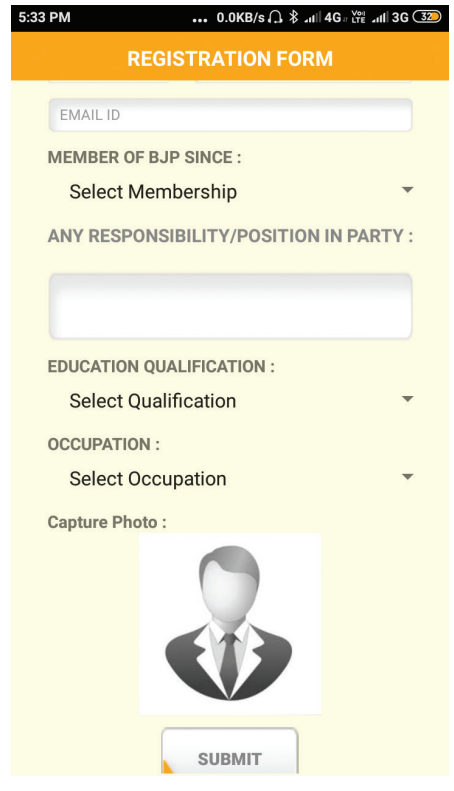
USE OF TECHNOLOGY IN TRAINING PROGRAMME

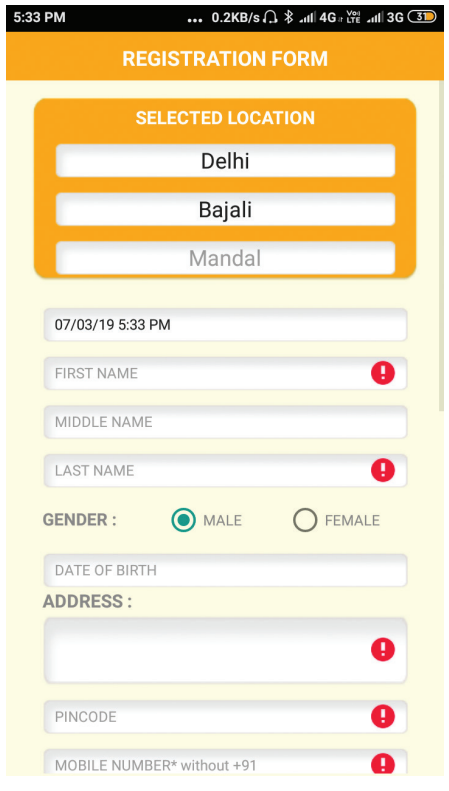
Pt. Deendayal Upadhyaya Prashikshan Mahabhiyan, the training arm of the Bharatiya Janata Party, has put to good use the state-of-the-art technology and tools to increase its efficiency and effectiveness. An ultra modern software and mobile application was developed by the BJP's Training Department with a dedicated server to map the progress of training and its fine details even from the remotest corner of the country.

The software developed is used for capturing the details of the participants, recording and analyzing the data, and for generating tailor-made reports. Despite being hyper technical, the interface at the user end is so simple and easy that even a lay person can access and use it.









(Below)
Screenshots of the Mobile Phone and PC Application designed for smooth registration and for capturing the participants data.



IDEOLOGICAL
FOUNDATION



CULTURAL NATIONALISM

'The Mother and Motherland are greater than heaven' and the 'Earth is our mother and we her children,' is what our Indian traditions, which is the most ancient culture of the world and transcends beyond linguistic, religious and geographical boundaries, teaches us. *Vande Matram* is the contemporary expression of the Vedic hymn *'Mata Bhoomi Putro Aham Prithivya.'* We are all sons and daughters of Mother Earth, so there should be oneness among all of us.

The essence of BJP's nationalism is in the slogan *'Bharat Mata Ki Jai'* and the party karyakartas work towards Akhand Bharat, which is not a political slogan but an issue of commitment, as Pt. Deendayal Upadhyaya had said. The cultural unity of India and nationalism which emerges from it is constructive, pulsating and instils positive emotions. Nationalism is our culture and the feeling of nationality comes naturally to us.



Prime Minister Shri Narendra Modi inaugurating the Statue of Unity, an iconic statue of the statesman and freedom fighter Sardar Vallabhbhai Patel, on October 31, 2018. Located on a river island facing the Sardar Sarovar Dam on the river Narmada, Gujarat, it is the world's tallest statue with a height of 182 metres (597 feet).

CHITI – SOUL OF NATION

The rise and fall of a nation depends on 'chitt,' the national psyche or the soul of the nation. A society considers something good if it is in accordance with the national psychology or chitt and bad if it is opposed to the chitt. If we forget our chitt we become slaves of others and on realization of the chitt, we get freedom.

VIRAT – POWER OF HEALTHY SOCIETY

Virat is the implicit and immunizing power of the society. All constituents of the society are born from 'virat'. The sense of separateness makes virat weak. While political sovereignty is the regulatory power of western 'nation state', the regulatory powers of a 'cultural nation' is chiti and virat, which nurtures the nation.

CELEBRATING THE DIVERSITY

India is a geo-cultural nation; a society with an culturally diverse makeup of people speaking different languages, practising different religions, observing different rituals, celebrating different festivals, and yet having a common cultural belief.

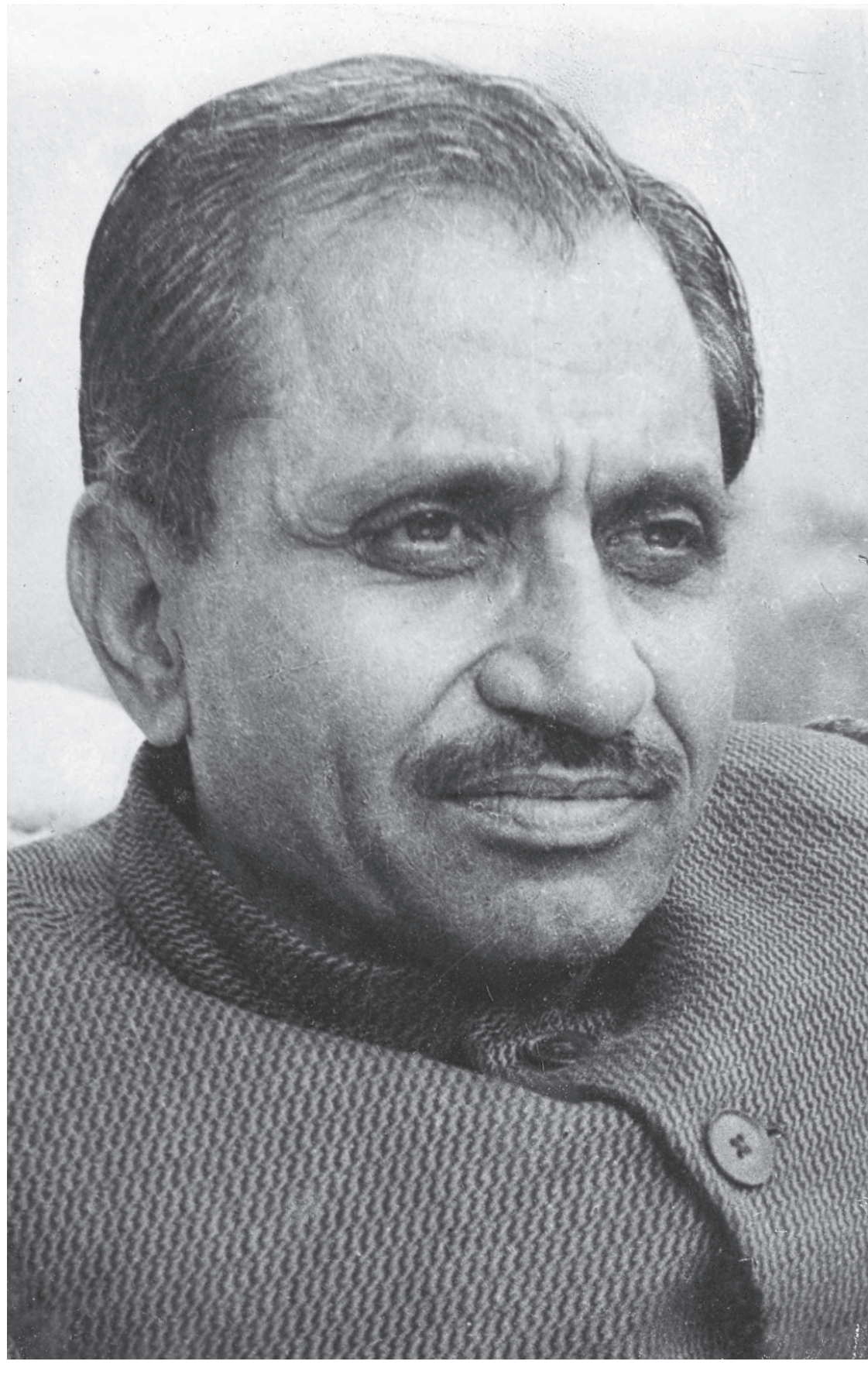
Besides having vast diversity we are one country, one people and one culture. Indian culture has developed on the idea of 'satya ekam vipra bahudha vadanti.' Diversity in India is a regulatory power, not a disruptive force. People of all sects, castes, religions, languages, articulate the same culture. Nationality is a social feeling.

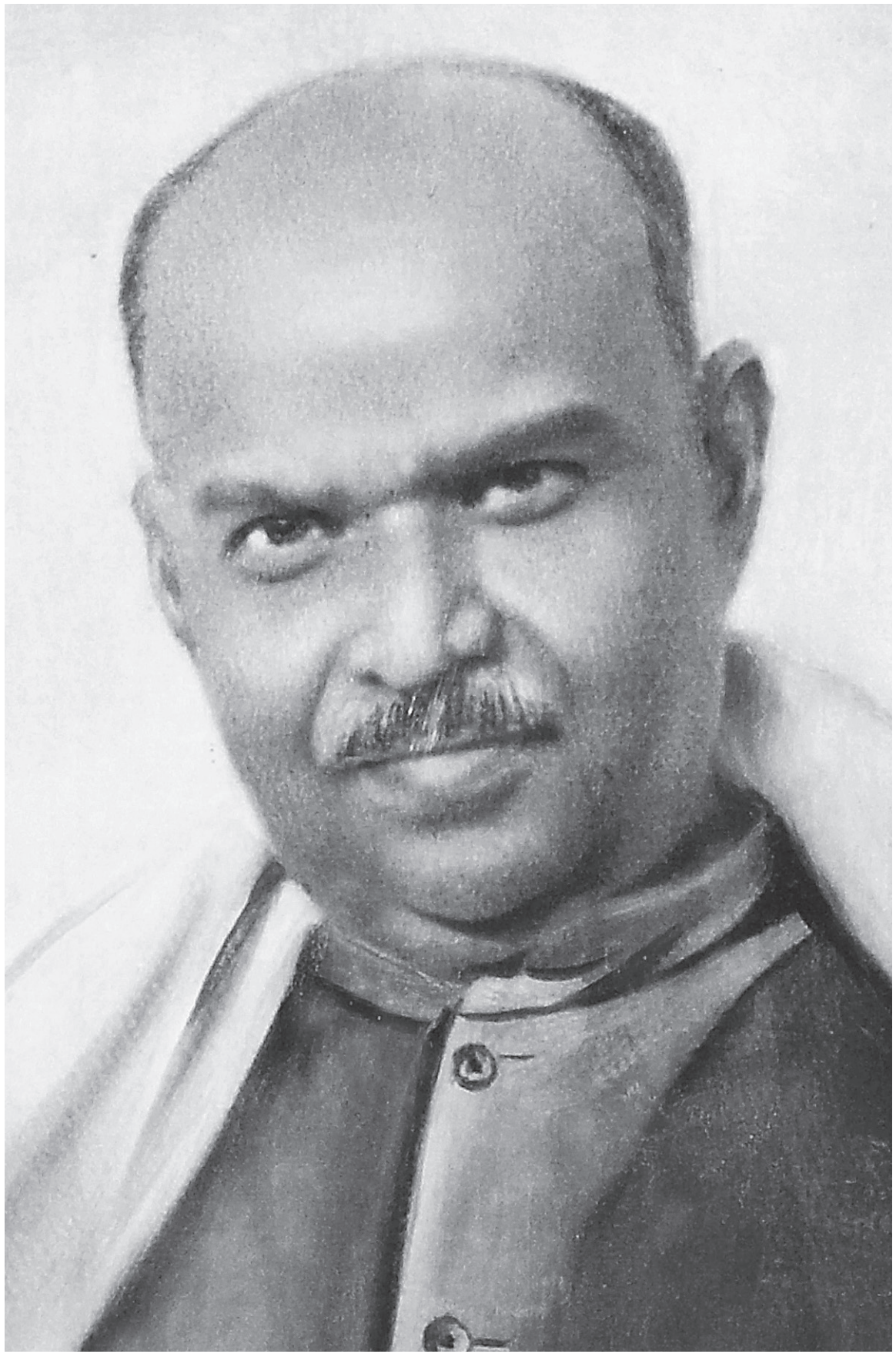
INTEGRATION

The party appeals for integration of individual and society, society and creation or nature and calls upon the society to experience this integration and reflect it in politics. The integration of vyashti (individual), samashti (cosmos), srishti (nature) and paramashti (supreme force) is implicit in the existence of man.

NATION FIRST

A firm belief in the ideal that a truly rich and diverse nation like India is optimally united when its people give precedence to their identity as 'Indians before everything else' is what led to the birth of the BJP. The party believes in a national politics, where every Indian, irrespective of his caste, creed or religion is an Indian first. The primacy to this identity is what will once again chart the path for India's re-emergence as a cultural and economic superpower.





(Opposite page)
Pt. Deendayal Upadhyaya, one of the founders of Bharatiya Jana Sangh.

(Left)
Syama Prasad Mookerjee, founder President of Bharatiya Jana Sangh.

Keeping the interest of the nation above everything else is what will ensure a united and powerful India, wherein each one of its 1.25 billion citizens contributes in his or her unique way, and fulfils his or her unique dream.

DEMOCRACY

Democracy is not a gift of the West to India. The Indian nationhood is naturally democratic. As Deendayal Upadhyaya in the concepts of 'Indianisation of Democracy' and 'Chastening the Public Will' said: "It is difficult to keep alive democracy between the two forms of government—mobocracy and autocracy. It is, therefore, necessary to generate mass awareness. It is honouring or embellishing public opinion. It is a cultural process."

ECONOMIC DEMOCRACY (AARTHIK LOKTANTRA)

BJP believes in democratic empowerment of the masses by economically empowering each and every individual.

GOOD GOVERNANCE

BJP defines good governance as an administration where even the weakest and the most vulnerable sections of society have an equal stake in charting the country's growth. The party is committed to the ideals of transparency, efficiency and responsiveness, and has been demonstrating its commitment towards these principles.

It is years of unrelenting work for the masses and a youthful leadership that is in sync with contemporary India, which has brought BJP to power. The party is working in the making of an India where the Indian voters can look forward to a clean government, free of corruption, scams and scandals.

For BJP, governance is a mission that isn't complete without proactive involvement of the citizens of India. Good governance ensures that even the tallest leaders and top bureaucrats are answerable to a common man living in any part of India.

The BJP government believes in complete transparency, with every file and official record open for public scrutiny, except when those may endanger national security. The party strives to provide a clean and efficient government that invites proactive participation and involvement of citizens at every step.

CHRONOLOGICAL LIST OF PRESIDENTS OF BHARATIYA JANA SANGH

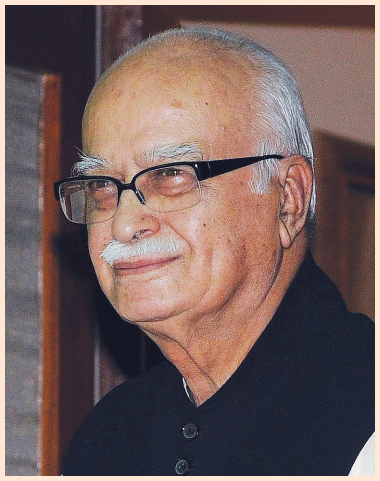
Shri Syama Prasad Mookerjee (1951-52)
Shri Mauli Chandra Sharma (1953-54)
Shri Prem Nath Dogra (1955)
Shri Acharya D.P. Ghosh (1956-59, 1962 & 1964)
Shri Pitambar Das (1960)
Shri Avasarala Rama Rao (1961)
Shri Raghu Vira (1963)
Shri Bachhraj Vyas (1965)
Shri Balraj Madhok (1966)
Shri Deendayal Upadhyaya (1967-68)
Shri Atal Bihari Vajpayee (1968-72)
Shri Lal Krishna Advani (1973-77)

CHRONOLOGICAL LIST OF BJP PRESIDENTS

Shri Atal Bihari Vajpayee (1980-86)
Shri Lal Krishna Advani (1986, 1993 & 2004-06)
Dr. Murli Manohar Joshi (1991-93)
Shri Kushabhau Thakre (1998-2000)
Shri Bangaru Laxman (2000-01)
Shri K. Jana Krishnamurthi (2001-02)
Shri M. Venkaiah Naidu (2002-04)
Shri Rajnath Singh (2006-09 & 2013-14)
Shri Nitin Gadkari (2009-13)
Shri Amit Shah (2013-)
Shri Jagat Prakash Nadda (2019)



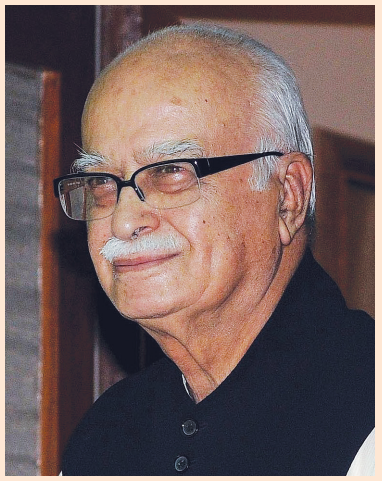
Shri Atal Bihari Vajpayee
1980-86



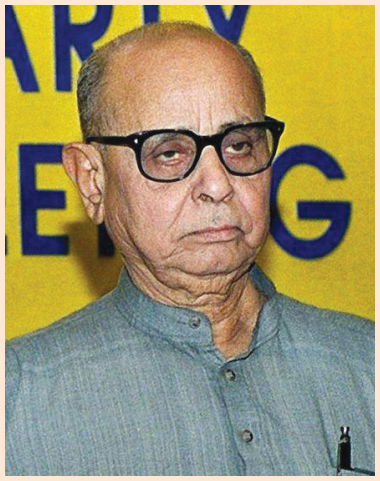
Shri L.K. Advani
1986-91



Dr. Murli Manohar Joshi
1991-93



Shri L.K. Advani
1993-98



Shri Kushabhau Thakre
1998-2000



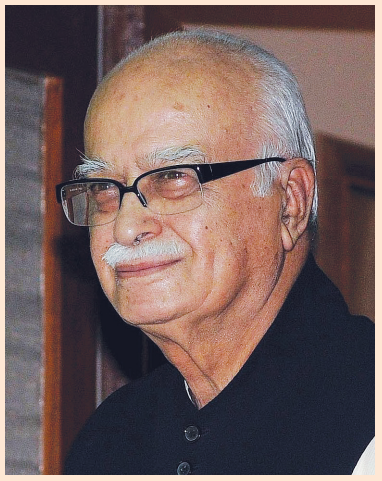
Shri Bangaru Laxman
2000-01



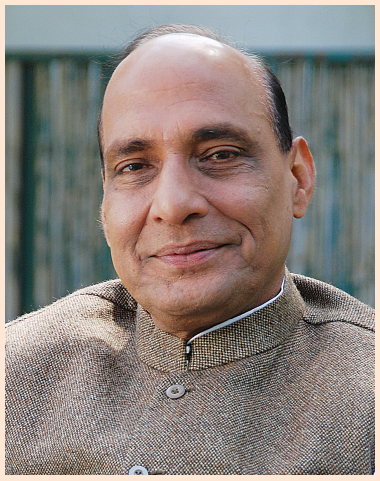
Shri Jana Krishnamurthi
2001-02



Shri M. Venkaiah Naidu
2002-04



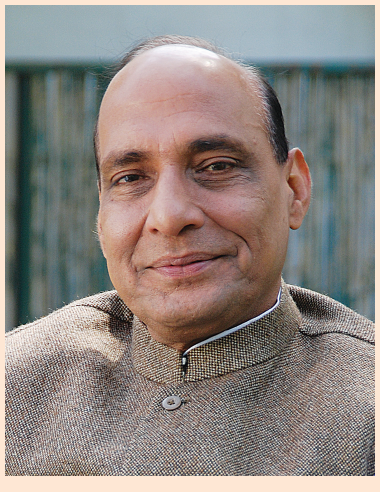
Shri L.K. Advani
2004-06



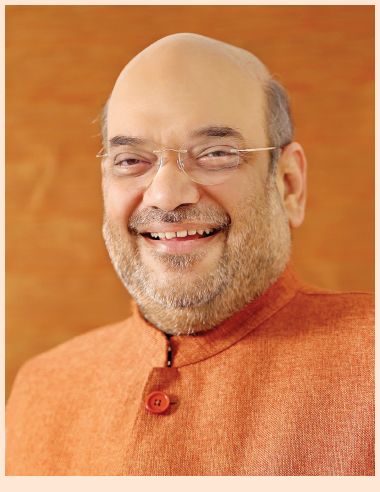
Shri Rajnath Singh
2006-09



Shri Nitin Gadkari
2009-13



Shri Rajnath Singh
2013-14



Shri Amit Shah
2013-



Shri J.P. Nadda
2019-

WORKING SYSTEM

Collectivity: Belongingness or 'we feeling' has helped organize several political and social movements, and successful public awakening programmes on issues of national and societal importance. Team spirit is built when there is feeling of belongingness and collectivity. Similarly, a strong organization is built only when there is constant dialogue between the members which needs to be sincerely initiated by each karyakarta.

DECISION-MAKING & OWNERSHIP

Meaningful, regular and healthy discussions results in good decision-making. To take forward the process of nation building, stress should be laid on constant dialogues among the karyakartas, review meetings, discussions, focus on the holistic development of karyakartas, taking ownership of any work, training, organizing tours and moving forward relentlessly. Every karyakarta should take ownership of the mission undertaken and decision taken.

SWADESHI:

A balanced economy or *'Arthayam'* in the words of Pt. Deendayal Upadhyaya has been the guiding principle of the party. As opposed to centralized socialism or capitalism, the party believes in 'decentralization' of the economy.

SAMRAS SAMAJ

The party believes and follows the samras samaj approach to socio-economic issues leading to the establishment of a harmonious society free from exploitation.

DHARMA RAJYA

BJP believes in *'panthnirpekshta'* and culture of 'equal respect for all religions'. The idea is to have a *'Dharma Rajya'* which according to Deendayal Upadhyaya is rule of law (*vidhi ka saashan*), which is a state where there is tolerance of and respect for all faiths and creeds; a state where freedom of worship and conscience is guaranteed to all and the state does not discriminate against anyone on grounds of religion, either in the formulation of policy or in its implementation. It is a non-sectarian State and not a theocracy.

FIVE PRINCIPLES FOR RESPONSIVE ADMINISTRATION:

The five faiths for better administration are: Sanwad (communication), Sampark (contact), Sahyog (cooperation), Samanvay (coordination) and Samadhan (solution) — for ensuring responsive administration.

COMMITMENT TO VALUE-BASED POLITICS

Unprincipled politics leads to chaos and ultimately damages the country. A united nation where every citizen gets an equal share of opportunities; where merit and hard work is respected; where each citizen is an agent of economic change and productivity, is Bharatiya Janata Party's dream of India.

After building a strong geo-cultural nationalism, India will have to lead a world campaign for world peace or *'vasudhaiv kutumbakam.'* ●

TRAINING
FOR A NEW INDIA

BACK OFFICE
OPERATIONS





They plan training programmes, organize training camps, devise training materials and ensure that the programmes are successful. Dr. Mahesh Chandra Sharma, National Convenor of Pt. Deendayal Upadhyaya Prashikshan Mahabhiyan, Shri P. Muralidhar Rao, National General Secretary of BJP and in-charge of Prashikshan Mahabhiyan, and Dr R. Balashankar, Coordinator and Co-convenor of Prashikshan Mahabhiyan, and Shri Hemant Goswami, member of the Training Department who works full-time, with the support of office staff and other office-bearers are the people instrumental in preparing the draft curriculum and organize highly successful training programmes.

But for the success of any training programme, it is important that the organizers too are time and again oriented about the party ideology and strategies. And BJP knows it well. So a training programme was organized in New Delhi, state level, district and mandal levels for them where they were reminded that success of the training campaigns to a large extent depends on their effective strategy and planning. ●


Sh. Mahesh Sharma









(Top)
Shri Sunil Pandey interacting with members of the state training team.

(Above)
Training in-charges of states raising a point.

(Top)
Shri Hemant Goswami, Dr. R. Balashankar, Shri V. Satish, Shri P. Muralidhar Rao, Shri Mahesh Chandra Sharma and Shri Sunil Pandey in a meeting of the Training Department.

(Above)
Dr. R. Balashankar with Shri Hemant Goswami finalizing the training material in a meeting in BJP's central office in New Delhi.

TRAINING

IN NEWS



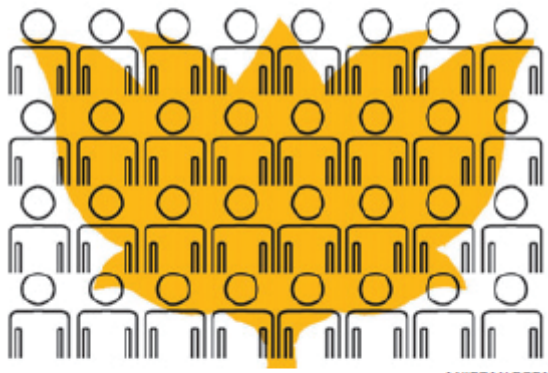
Since its launch in July 2015 till date, the media's eye has always been on the different programmes organized under the umbrella of Pt. Deendayal Upadhyaya Prashikshan Mahabhiyan. From mainstream English and Hindi dailies to vernacular newspapers and online mediums almost every training programme organized at different levels—national, state, district, mandal—was widely covered and given a sizeable space.

If it was Prime Minister Shri Narendra Modi's speech at the training programme in Surajkund which made ripples, BJP President Shri Amit Shah also created waves in the national and regional media every time he addressed the party workers at a training workshop.

ECONOMIC TIMES
1 July 2015

BJP Launches Drive to Raise 15 L Workers

Four-month long drive started with Amit Shah's address to 200 trainers



ANIRBAN BORA

Our Political Bureau

New Delhi: BJP president Amit Shah on Tuesday launched the party's drive to create a dedicated cadre of about 15 lakh dedicated political workers, from among over 10-crore strong pool that it has enrolled after coming to power at Centre May last year.

The four-month long drive began Tuesday with Shah addressing over 200 trainers, who will disperse across the country to train state-level trainers. These in turn will go on to train district-level trainers later on. The three-day workshop of national-level trainers will highlight issues and agendas that they need to indoctrinate 15 lakh cadres, targeted by the party.

In-charge of the training drive and BJP general secretary, P Murlidhar Rao disclosed that the training will be held across 11,000 mandals in the country. The broad issues for training curricula will comprise BJP's history (since Jan Sangh days), foundation of its principles and the saffron parivar among others.

Under the training plan, the workshops at mandal level will be conducted for two days while at district level it will be three days and two nights.

The central leadership of the party has directed to go beyond the active members of the party and try to include about 10 per cent people from "eminent persons" from various walks of life and ensure proportionate representation of women, scheduled castes and scheduled tribes at the mandal and district level to ensure widest representation of cross section of society. However, the mention of minorities is conspicuous by its absence in the circular that seeks to widen the representation of various sections of society.

TRAINING MODULE

Broad issues for training curricula will comprise BJP's history, foundation of its principles and RSS

THE TIMES OF INDIA

BJP launches drive to raise 15 lakh workers

ET Bureau | Jul 1, 2015, 11.18AM IST

NEW DELHI: BJP president Amit Shah on Tuesday launched the party's drive to create a dedicated cadre of about 15 lakh dedicated political workers, from among over 10-crore strong pool that it has enrolled after coming to power at Centre May last year.



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PARTY MANUAL 'KISS is the rule, keep it short & simple. Make only three to five specific points in approximately three to five minutes'

BJP Comes Out With Elaborate Media Mantra for Members

'Social media is also a rumour mill. Be brief in your posts. Be careful about what you post'

RakeshMohan.Chaturvedi
@timesgroup.com

New Delhi: A BJP manual for its members on ways to deal with the press and conduct themselves on social media has such elaborate guidelines that many journalism schools would be tempted to incorporate them in their curriculum.

The guidebook, issued by the BJP Training Cell, conveys to the party leaders and workers virtually everything — what time of day is good for holding a press interaction; days of the week that get the best impact; the way party spokespersons should dress during television appearances; etc.

In 2015, BJP had begun what it claims is the largest training programme for political workers anywhere in the world. The Deendayal Upadhyaya Prashikshan Mahabhiyan conducted thousands of training programmes from the 'mandal' to the national level across the country. The 'Media: Approach and Strategy' is a "quick guidebook" for handling the media. Leaders have been told to share even their weekend retreat and unlisted numbers with editors and reporters and take them out for coffee or lunch as well as send them thank you notes as part of building relationships.

If the guidebook is followed, it is likely to usher in a sea-change in the way BJP treats the media ahead of the 2019 Lok Sabha polls. The focus on television is visible in the book that says spokespersons should refrain from making power presentations or using visual aids, should not get distracted or angry or deviate from party line and speak out their personal opinion/hypothesis during press conferences.

"KISS is the rule, keep it short and simple. Make only three to five specific points in approximately three to five minutes," the guidebook says. Leaders should get straight to the point. Newsbites may be 10-40 seconds long. It advises leaders to schedule pitches at times when it would get maximum eyeballs. "Generally, business hours between 9:30 am and 2 pm is best since this gives reporters time to write and file their stories. Mondays and Fridays are always more difficult than mid-week, but don't be afraid to ask if the editor prefers specific days," the booklet says.

Only one or two leaders should be on the dais and BJP logo should be displayed prominently, it says.

The reporters should be given due respect. "As with any relationship, building trust is critical. Keep your promises and be on time... Don't question the questions, don't say 'no comment' or 'that's off the record', don't ask for reviewing the story, don't argue or lose your cool, don't play favourites," the guidebook says.

There are sections even on how press releases should be prepared. A good headline, getting to the point in the first paragraph, including hard numbers, being grammatically correct, using relevant quotes, sharing your contact information, keeping it to just one or two pages.

RESPECT REPORTERS

Reporters should be given due respect. 'As with any relationship, building trust is critical'

Press conferences should be organised only when the party wants to break some news or when there is a very important issue that the media is curious about. The timing is important too — press conferences should ideally be held between 11 am and 1 pm for maximum coverage and mid-week is the best time. Fancy locations for such events should be shunned, equipment like mikes should be of good quality and checked at least two hours before the conference begins.

Media kit for journalists, deciding the seating of leaders on the dais and having only one or two speakers other than a moderator have also been emphasised. Those holding press interactions should remember that questions are most important and challenging. "Prepare as much as you can beforehand by working out what might be asked. It's a good idea to practice with someone pretending to be a journalist," the booklet says.

Social media captured the imagination of Indian youth in 2014 elections, the guidebook notes. "But do not believe everything you read and do not get defensive in knee jerk reactions. Be polite," it says.

"Own your mistakes. Do not abuse. Sometimes it is preferable not to engage with trolls even if they use terms like 'bhakt' for you. Do not become a troll. Don't defend the indefensible — there are bad elements in all parties," the booklet says.

BJP members have also been advised to be careful on social media. "Social media is also a rumour mill. Be brief in your posts. Be careful about what you post because once it is on the internet, it is there to stay... Be certain that a thoughtless post will come back to haunt you sooner or later."



'Prepare as much as you can beforehand by working out what might be asked'

The Guidebook for BJP Leaders

- Discuss the arrangement in a TV debate — who all are invited and the format of the debate
- If you know other speakers, you will probably know their stand and be prepared to counter their points
- Expect to face tough opposition. Answer critical questions honestly without losing your composure
- Avoid looking directly into the camera. Avoid getting into conflict with the presenter, either on factual matters or on the debate itself
- Lean forward slightly to show involvement
- Avoid complex words and technical terms
- No reporter can force you to say something you don't want to say
- Listen carefully to the questions, don't answer hypothetical questions
- Give the reporter all your phone numbers, office, home, cellular, weekend retreat. Smart politicians give reporters their unlisted numbers too. Reporters do not abuse these numbers
- Real audience is the people
- Tell a story. Always include clear engaging answers to the five 'Ws' in all releases
- Editors regard events as more urgent and newsworthy than other announcements
- Since media appreciates visuals, try to produce events with images as well as a pertinent story
- Social media is also a rumour mill
- Be brief in your posts

शहरी पार्टी बन नहीं रहना चाहती भाजपा

- बिहार चुनाव के बाद शुरू होगा मिशन पंजाब
- मुरलीधर राव ने किया प्रशिक्षण कार्यक्रम का शुभारंभ

कैलाश नाथ, चंडीगढ़

11 करोड़ सदस्य बनाने के बाद 15 लाख सक्रिय कार्यकर्ताओं को प्रशिक्षण देने जा रही भाजपा अब पंजाब में केवल शहरी पार्टी बनकर नहीं रहना चाहती है। भाजपा अब शहरी या व्यापारियों की पार्टी कहलाने के मिथक को तोड़ने की राह पर चल पड़ी है। हरियाणा और महाराष्ट्र की तर्ज पर पंजाब में एकला चलो की नीति अपनाई जाए या फिर गठबंधन में ही भविष्य की तलाश की जाए इसका फैसला बिहार चुनाव के बाद होगा।

पंजाब भवन में पत्रकारों से बातचीत करते हुए भाजपा के राष्ट्रीय महासचिव व सक्रिय कार्यकर्ता प्रशिक्षण कार्यक्रम के अध्यक्ष मुरलीधर राव ने कहा, 'भाजपा ने 150 सक्रिय कार्यकर्ताओं को प्रशिक्षण माड्यूल में पंजाब में जो चिंतन विषय चुना है वह है सामाजिक तानाबाना। भाजपा चाहती है कि पंजाब में हर वर्ग पार्टी से जुड़े। जमीनी स्तर पर पार्टी का आधार मजबूत हो, जो शहरों तक ही नहीं बल्कि गांव तक भी हो। इसके लिए पार्टी का विजन स्पष्ट है।' भाजपा द्वारा पंजाब में 'सामाजिक तानाबाना' पर चिंतन व हर वर्ग में अपनी पहुंच बनाने के प्रयास से स्पष्ट संकेत मिलते हैं कि भाजपा 2017 की तैयारी में जुट गई है, क्योंकि सदस्यता अभियान के तहत भी भाजपा ने ग्रामीण व विभिन्न जातियों पर ज्यादा फोकस किया था। इसके अलावा दलित वर्ग पर फोकस करते हुए जहां चिंतन सम्मेलन किया, वहीं डॉ. भीमराव अंबेडकर की जयंती को भी बड़ी धूमधाम से मनाया। इसके लिए विशेष सदस्यता अभियान भी चलाया। चूंकि पंजाब में दलित जनसंख्या 32 फीसद के करीब है, इसलिए भाजपा इस पर विशेष फोकस कर रही है।



चंडीगढ़ : पंजाब भवन सेक्टर -3 में भाजपा के राष्ट्रीय महासचिव मुरलीधर राव पत्रकारों से बातचीत करते हुए। साथ मे हैं पंजाब भाजपा अध्यक्ष कमल शर्मा व कैबिनेट मंत्री भगत चुन्नी लाल।

पंजाब में गठबंधन रहेगा या नहीं इस पर राव ने कहा कि शिव सेना और अकाली दल भाजपा के पुराने सहयोगी हैं। निश्चित रूप से भाजपा कभी यह नहीं चाहेगी कि वह उनसे दूर हो, लेकिन अभी पार्टी का फोकस बिहार चुनाव पर है। ट्रेनिंग माड्यूल के संबंध में राव ने बताया कि अगले चार माह तक देश में भाजपा द्वारा पंडित दीन दयाल उपाध्याय प्रशिक्षण महा अभियान चलेगा, जो कि जिले से लेकर राष्ट्रीय स्तर तक होगा। हर स्तर पर माड्यूल बदलता जाएगा। इस दौरान भाजपा 15 लाख सक्रिय कार्यकर्ताओं को तैयार करेगी। इसका डाटा बेस भी तैयार किया जाएगा। पंजाब में दो दिन तक चलने वाले इस प्रशिक्षण कार्यक्रम का शुभारंभ भी राव ने किया।

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Last Updated : Jun 28, 2018 10:29 PM IST | Source: PTI

BJP holds meet to gear up for Lok Sabha polls

Addressing the meeting, BJP general secretary and training in-charge P Muralidhar Rao said the Congress has "betrayed" the nation and failed in its responsibility of taking forward the ideals of good politics, and people look up to the BJP for good politics imbued with national ethos.

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The BJP today held a meeting of key functionaries of its 29 departments and projects as part of the party's exercise to gear up organisational machinery for the Lok Sabha elections next year. In a statement, the party said that the meet is "significant" in the context of the upcoming Assembly polls in Madhya Pradesh, Rajasthan and Chhattisgarh later this year and the 2019 general elections.

The meeting was a part of the ongoing training programme - 'Deendayal Upadhyay Prashikshan Mahabhiyan'- for its functionaries.

Addressing the meeting, BJP general secretary and training in-charge P Muralidhar Rao said the Congress has "betrayed" the nation and failed in its responsibility of taking forward the ideals of good politics, and people look up to the BJP for good politics imbued with national ethos.

"The spirit of mission which existed prior to independence no more exists in the Congress and it has transformed into a family company. People now look up to the BJP to carry the nation's ethos, spirit and the

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'There are multiple levels of verification, tech and physical... 11 cr members is no wild claim'

BJP chief Amit Shah on Sunday launched his party's Mahasampark Abhiyaan for northern states with the claim that it had enrolled 11 crore members — a number Cong has scoffed at. Party general secretary P MURALIDHAR RAO, the man in charge of the membership training programme, explains to LIZ MATHEW details of the recruitment process — and why it should be taken seriously

Does each one of your claimed 11 crore-plus members actually exist?

It isn't just a claim. There is a process, scientific and technologically sound, and those who have enrolled following this process are members. The party has worked from the grassroots level to achieve this result. Some members had no existing link with the party. In the Lok Sabha election, BJP added 100 seats to its earlier highest tally, and 9 crore votes, which came largely from the youth. We are verifying the data, and I think we will have over 10 crore members ever after verification.

How many missed calls have you actually verified?

The first stage is technology verification — most people gave their addresses after the missed calls, following which their membership was accepted. The second is mass contact — Mahasampark Abhiyaan — which is currently under way. In this phase, we are going to reach out to every single individual.

How will you make sure that each person is contacted, and their credential is verified?

There could be people who enrolled while travelling, or while they were away from their native places. Unless we are able to connect them with the local party network, their utility for the party is zero. So, we have sent the data to our units at the *mandal* level, from where they will be sent down to the booth level. Party workers will then go to every address, meet the individual, and



Fareeda Am

verify the information. This process of booth-wise data verification will be the test for the Sampark Abhiyaan. Party workers will give them literature on what the party stands for, a letter from the party president, and the government's achievements. All those who are contacted will have to give another missed call, and only after this confirmation will they be made a member. So, it's a rigorous exercise.

SIMPLY PUT

The BJP says the system allows only one registration per number. But the CPM and Congress have said that the same individual can call from more than one number, creating many ghost members.

From one number we have allowed enrolment of one, plus four family members. During verification, details will be verified for each, and each one will have to give the confirmatory missed call. We're not doing this exercise to be able to brag about it, we're doing it to establish BJP as a truly pan-Indian party.

Even so, 11 crore sounds huge — almost a tenth of India's population. Is there a way to independently verify the claim?

Our country does not have an institutional mechanism to ascertain the membership of a political party in the same way as, say the Labour Ministry has a system of checking the membership of a trade union. As far as the BJP is concerned, we are doing the exercise seriously, with proper follow-up. There are categories of memberships: those who want to become active members will have to follow another process. Only active members can become office bearers. An active member must enroll 100 members, and we have created a training programme for them. We are targeting 15 lakh active members.

The CPM runs background checks to ensure a new member is ideologically compatible with the party line...

We have seen how much the CPM has been able to achieve in terms of ideology or political expansion despite this so-called meticulous exercise. The BJP has always been a cadre-driven party. Based on our experience, we have developed a methodology or training module. All BJP members need not know everything about the party — only that it stands for Nation First, and is committed to democracy. They will be given some literature, and will form the outer circle of the BJP's growth. Building and developing the party will be the responsibility of active members.

How will you train 15 lakh in 4 months?

We have designed a three-tier training programme down to the *mandal* level, a first in independent India. Training camps will be run at 11,000 *mandals*, at which workers will be chosen for training at the second tier, which will be at the district level. Those chosen at the district level will be trained at a state-level training camp. This process will be completed in four months. We will then decide about the national-level camp.

How will the camps work?

The entire module is standardised, with a certain protocol for each level and prescribed blueprints for premises, arrangements and logistics. Even details such as the pictures to be displayed on the dais have been laid down. No camp will have more than 150 attendees. If there are more, there may be more than one camp. *Mandal*-level camps will be for 24 hours, district-level ones for two days, and active members will stay together for another day to build camaraderie. They will be taught to work together and decide collectively. There will be sessions on the party's history, development and ideology, and cultural nationalism, and integral humanism. Every state can introduce one subject of its choice. Training will become more intense as we go up. We will not publicise the training camps. No extravagant arrangements, simple food. Only the teacher and presiding authority will sit on the dais, no one else.

EDITED EXCERPTS FROM INTERVIEW. WATCH THE VIDEO ON WWW.INDIANEXPRESS.COM

The Indian EXPRESS epaper editions Tue, 14 July 2015
epaper.indianexpress.com/c/5872145

तैयारी › जनता में सरकार की छवि बनाने की होगी जिम्मेदारी

प्रदेश भाजपा तैयार करेगी 50 हजार प्रशिक्षित कार्यकर्ता



प्रधानमंत्री बीमा योजना से जोड़ने का टास्क

चम्पारण में मंगलवार को कार्यकर्ता प्रशिक्षण महाभियान की शुरुआत हुई। राज्य स्तरीय कार्यशाला के उद्घाटन सत्र में राष्ट्रीय महामंत्री मुरलीधर राव, प्रदेश प्रभारी डॉ. अनिल जैन, प्रदेश अध्यक्ष धरमलाल कौशिक और मुख्यमंत्री डॉ. रमन सिंह शामिल हुए। इस दौरान प्रदेश प्रभारी डॉ. जैन ने कहा कि इस महीने 25 से 31 अगस्त प्रधानमंत्री बीमा योजना से अधिक से अधिक लोगों को जोड़ने की कोशिश करनी है। उन्होंने कहा कि कार्यकर्ताओं को यह सामाजिक जिम्मेदारी लेनी होगी।

रायपुर @ पत्रिका . भारतीय जनता पार्टी अगले तीन महीनों में 50 हजार प्रशिक्षित कार्यकर्ताओं की फौज तैयार करने जा रही है। इसके लिए मंगलवार से प्रशिक्षकों का प्रशिक्षण शुरू हो गया। चंपारण में आयोजित इस दो दिन के प्रशिक्षण में करीब 250 प्रशिक्षकों को प्रशिक्षण से जुड़ी सैद्धांतिक जानकारी दी जानी है। ये प्रशिक्षक प्रदेश के 295 मंडलों और 29 संगठन जिलों में प्रशिक्षण सत्रों का संचालन करेंगे। प्रशिक्षकों में संगठन के प्रदेश पदाधिकारी, जिलाध्यक्ष से ऊपर के पदाधिकारी और राष्ट्रीय स्वयं सेवक संघ के वरिष्ठ पदाधिकारी भी शामिल हैं।

जानकारी देते हुए भाजपा के राष्ट्रीय महामंत्री और प्रशिक्षण प्रकोष्ठ के राष्ट्रीय संयोजक पी. मुरलीधर राव ने बताया कि अभियान के पूरा होने के बाद देशभर के 11 हजार मंडलों में पार्टी के पास 15 लाख प्रशिक्षित कार्यकर्ताओं का अमला हो जाएगा। इन कार्यकर्ताओं को सरकार और पार्टी की छवि बनाने के साथ बूथ स्तर के चुनाव प्रबंधन की कमान भी सौंपी जाएगी। राव पार्टी के प्रदेश कार्यालय में पत्रकारों से बातचीत कर रहे थे।

कार्यकर्ता कमजोर हुआ तो नहीं टिकेगी सरकार

सरकार के सामने संगठन की कमजोरी से जुड़े एक सवाल में जवाब में राव ने कहा कि पार्टी को आगे बढ़ाने का काम कार्यकर्ताओं का है। जहां कार्यकर्ता ठीक होता है वहां सरकार अपने आप ठीक हो जाती है। जिस दिन कार्यकर्ता कमजोर पड़ा, उस दिन सरकार भी नहीं टिकेगी।

यह होगा पाठ्यक्रम

प्रशिक्षण सत्र में कार्यकर्ताओं को पार्टी की विचारधारा, इतिहास, केंद्र और राज्यों में भाजपा सरकारों की योजनाओं-उपलब्धियों और संगठन के कार्यप्रणाली की जानकारी दी जाएगी। इन कार्यकर्ताओं का चयन 100 सदस्य बनाने वालों में से किया गया है। जनजातीय क्षेत्रों में 100 सदस्य की सीमा में कुछ छूट भी मिली है। प्रशिक्षित कार्यकर्ताओं का पूरा डेटा राष्ट्रीय से लेकर जिला कार्यालयों तक में रहेगा।

भाजपा के राष्ट्रीय महामंत्री मुरलीधर राव ने कहा, देश भर में

15 लाख प्रशिक्षित कैडर होंगे

- एक प्रशिक्षण शिविर में 150 कार्यकर्ताओं को ही दी जायेगी ट्रेनिंग

व्यूरो प्रमुख, रांची

भाजपा देश भर में 15 लाख नये कार्यकर्ताओं को प्रशिक्षित करेगी, जबकि झारखंड में 50 हजार कार्यकर्ता प्रशिक्षित किये जायेंगे. भाजपा का प्रशिक्षण कार्यक्रम देश भर के 700 जिलों के 11 हजार मंडल में चलाया जायेगा. प्रशिक्षण कार्यक्रम अलग-अलग स्तर पर चलाया जायेगा. एक प्रशिक्षण शिविर में 150 से ज्यादा कार्यकर्ता प्रशिक्षित नहीं किये जायेंगे. शुक्रवार को पार्टी के राष्ट्रीय महामंत्री मुरलीधर राव ने प्रशिक्षण कार्यक्रम के बाबत पत्रकारों को जानकारी दी.

श्री राव ने बताया कि पंडित दिन दयाल उपाध्याय के नाम से पार्टी का ऐतिहासिक अभियान चलाया जायेगा. अभियान दो से चार महीने चलाया जायेगा. श्री राव ने बताया कि पार्टी ने सक्रिय कार्यकर्ताओं को प्रशिक्षण देने का निर्णय लिया है. पार्टी देश भर में अभियान चला कर 15 लाख कार्यकर्ताओं को प्रशिक्षण देगी. इस कैंपन के बाद भाजपा पहली पार्टी होगी

राज्य में 50 हजार कार्यकर्ता होंगे प्रशिक्षित



पत्रकारों को जानकारी देते भाजपा के राष्ट्रीय महामंत्री मुरलीधर राव व अन्य.

जिसके पास 15 लाख प्रशिक्षित कैडर होंगे. मंडल, जिला, प्रांत और राष्ट्रीय स्तर पर कैंप चलाया जायेगा. राष्ट्रीय स्तर पर चार से पांच जगहों पर ट्रेनिंग कैंप चलाया जायेगा.

श्री राव ने कहा कि कार्यकर्ताओं को पार्टी का इतिहास और विकास बताया जायेगा. हम सैद्धांतिक और वैचारिक रूप से कार्यकर्ताओं को मजबूत बनायेंगे. देश की राजनीतिक चुनौतियों और केंद्र व राज्य सरकार की उपलब्धियां भी प्रशिक्षण के दौरान कार्यकर्ताओं को बताया जायेगा.

राष्ट्रीय महामंत्री ने कहा कि सामाजिक और आर्थिक परिवर्तन में कार्यकर्ता की भूमिका महत्वपूर्ण है. राष्ट्रवादी और राष्ट्रीय पार्टी के रूप में विस्तार देने के लिए पार्टी द्वारा ऐतिहासिक अभियान चला जा रहा है.

17-18 अगस्त को झारखंड में प्रशिक्षण

श्री राव ने बताया कि झारखंड में 17 और 18 अगस्त को प्रशिक्षण शिविर आयोजित किया जायेगा. देश के विभिन्न राज्यों में 15 से 20 अगस्त तक प्रशिक्षण शिविर आयोजित करने का लक्ष्य रखा गया है. इसके बाद राष्ट्रीय स्तर पर प्रशिक्षण शिविर होगा. उन्होंने बताया कि मंडल स्तर पर प्रशिक्षण के लिए 50 रुपये, जिला स्तर पर प्रशिक्षण के लिए 200 रुपये और प्रांत स्तर पर प्रशिक्षण के लिए 500 रुपये शुल्क कार्यकर्ताओं से लिये जायेंगे. मौके पर पार्टी नेता राकेश प्रसाद और प्रेम मित्तल भी मौजूद थे.

आतंकवाद को लेकर पार्टी का नजरिया साफ : मुरलीधर

रांची . भाजपा के राष्ट्रीय महामंत्री मुरलीधर राव ने कहा है कि आतंकवाद को लेकर पार्टी का नजरिया साफ है. मृत्यु दंड खत्म करने को लेकर पार्टी के अंदर कोई विचार नहीं है. अगर इसके बाहर कोई बात कर रहा है, तो वह पार्टी लाइन से अलग बात कर रहा है. श्री राव याकूब मेमन के फांसी की सजा पर भाजपा सांसद शत्रुघ्न सिन्हा के बयान को लेकर पूछे गये सवाल का जवाब दे रहे थे. उन्होंने शत्रुघ्न सिन्हा का बिना नाम लिये हुए कहा कि कौन क्या कह रहा है नहीं मालूम, लेकिन पार्टी के अंदर इस विषय को लेकर कहीं कोई मतभेद नहीं है.

प्रभात खबर Sat, 01 August 2015
epaper.prabhatkhabar.com/c/6077523

कार्यकर्ता संगठन के सिद्धांतों पर करें कार्य

भाजपा की दो दिवसीय कार्यशाला का आयोजन, सदस्यता अभियान पर चर्चा

भास्कर संवाददाता | नगर



नगर. कार्यशाला में विचार रखते जिलाध्यक्ष व उपस्थित कार्यकर्ता।

भाजपा जिलाध्यक्ष भानूप्रताप राजावत ने कार्यकर्ताओं से पार्टी संगठन के सिद्धांतों पर काम करने का आह्वान किया है। अग्रवाल धर्मशाला में आयोजित दो दिवसीय कार्यशाला में मुख्यवक्ता राजावत ने भाजपा को विश्व की सबसे बडी पार्टी बताया।

कार्यशाला में मण्डल अध्यक्ष दीनदयाल खण्डेलवाल ने दो दिवसीय कार्यशाला में कार्यकर्ताओं को पार्टी की मुख्यधारा से जुडने का आह्वान किया। कार्यक्रम की अध्यक्षता नंदकिशोर मुदगल ने की। इस मौके पर पार्षद प्रेम कपूर, राजकुमार भूतिया, मीरा तिवाडी, विनोद लवानिया, पूर्व सरपंच इंद्रजीत आदि मौजूद थे।

नदबई| भाजपा कार्यकर्ताओं ने हरिशंकर उपाध्याय के नेतृत्व में बैठक आयोजित की। पं.दीनदयाल उपाध्याय के जन्म दिन की तैयारियों पर चर्चा की गई। इस मौके पर उमेश, छैल बिहारी, राजकुमार, सोनू, साहब सिंह आदि मौजूद थे।



भरतपुर. भाजपा की कार्यशाला में उपस्थित कार्यकर्ता।

पार्टी की नीतियों व विकास कार्यों की दी जानकारी

भाजपा की संभाग स्तरीय प्रशिक्षण कार्यशाला प्रारंभ

भास्कर संवाददाता | भरतपुर

भारतीय जनता पार्टी द्वारा आयोजित दो दिवसीय प्रशिक्षण कार्यशाला का शुभारंभ बुधवार को हुआ। जिसमें कार्यकर्ताओं को पार्टी की रीति-नीति, विकास कार्य एवं संगठनात्मक जानकारी दी गई । साथ ही इसकी जानकारी मंडल स्तर पर कार्यकर्ताओं को देने पर बल दिया।

इस मौके पर सामाजिक एवं न्याय अधिकारिता मंत्री अरूण चतुर्वेदी ने कहा कि पार्टी का अधिष्ठान कोई व्यक्ति, नेता, परिवार, वंश, जाति, मजहब नहीं, वरन सिद्धांत में है। हमारा सिद्धांत राष्ट्रवाद है। अध्यक्षता यूआईटी के पूर्व अध्यक्ष गुलराज गोपाल ने की। उद्घाटन सत्र में राज्यसभा सदस्य नारायण पंचारिया ने राष्ट्रीय स्वयंसेवक संघ एवं हमारा विचार परिवार विषय पर विचार व्यक्त किये। मुकेश पारीक ने केन्द्र सरकार की उपलब्धियों की जानकारी दी। विधायक मोहनलाल गुप्ता ने एकात्म मानववाद की व्याख्या की। संचालन शिवराज तमरोली ने किया। इस मौके पर प्रदेश उपाध्यक्ष भजनलाल शर्मा, जिलाध्यक्ष भानुप्रताप सिंह, पूर्व जिलाध्यक्ष रविंद्र जैन, सत्येंद्र गोयल, अनिल लोहिया, मनोज प्रधान, जवाहर सिंह बेढम, मोहन रारह, अनिल कौशिक, सत्येन्द्र पथैना, शीला चंदन, भगवानदास शर्मा, राधा भारद्वाज आदि मौजूद थे। कार्यशाला में धौलपुर, करौली, सवाईमाधोपुर के प्रमुख कार्यकर्ताओं ने भी भाग लिया।

ସତୀଶ ଗଜଭିୟେଙ୍କ ବିରୋଧରେ ଦୃଢ଼ କାର୍ଯ୍ୟାନୁଷ୍ଠାନ ଗ୍ରହଣ କରନ୍ତୁ ସରକାର : ପି. ମୁରଲୀଧର ରାଓ

ଓଡ଼ିଶାର ୪୫୧ ମଣ୍ଡଳରେ ବିଜେପି କାର୍ଯ୍ୟକର୍ତ୍ତାଙ୍କୁ ଦିଆଯିବ ପ୍ରଶିକ୍ଷଣ



॥ ପ୍ରଭାନ୍ୟୁଜ୍ ॥ ଭୁବନେଶ୍ୱର : ଜନତାଙ୍କ ଉପରେ ସତୀଶ ଗଜଭେୟଙ୍କ ଅମାନବୀୟ କାର୍ଯ୍ୟାନୁଷ୍ଠାନକୁ ନେଇ ବିଜେପି ସାଧାରଣ ସମ୍ପାଦକ ପି. ମୁରଲୀଧର ରାଓ ବର୍ତ୍ତିଛନ୍ତି । ସତୀଶଙ୍କୁ ବଦଳି କରି ସରକାର ଚୁପ୍ ବସିଯାଇଛନ୍ତି ବୋଲି ସେ କହିବା ସହ ତାଙ୍କ ବିରୋଧରେ ଦୃଢ଼ କାର୍ଯ୍ୟାନୁଷ୍ଠାନ ଗ୍ରହଣ କରିବାକୁ ସେ ଦାବି କରିଛନ୍ତି । ଅପର ପକ୍ଷରେ ଓଡ଼ିଶାର ୪୫୧ ମଣ୍ଡଳରେ ବିଜେପି କାର୍ଯ୍ୟକର୍ତ୍ତାଙ୍କୁ ପ୍ରଶିକ୍ଷଣ ଦିଆଯାଇ ଆଗାମୀ ଦିନରେ ଦଳକୁ ଆହୁରି ମଜବୁତ୍ କରାଯିବ ବୋଲି ସେ କହିଛନ୍ତି ।

ରାଜ୍ୟ ବିଜେପି କାର୍ଯ୍ୟାଳୟରେ ଆୟୋଜିତ ଏକ ସାମ୍ବାଦିକ ସମ୍ମିଳନୀରେ ଶ୍ରୀ ରାଓ କହିଲେ ଯେ, ସରକାରଙ୍କ କାରନାମା ଲୋକଙ୍କ ସାମ୍ନାକୁ ଆସିଛି । ଜନତା କୌଣସି ପ୍ରସଙ୍ଗ ଉଠାଇଲେ ସରକାର ଏହାକୁ ଗୁରୁତ୍ୱ ଦେବା ସହ ମାମଲା ରୁଜୁ କରି ତଦନ୍ତ କରିବା ଦରକାର । ହେଲେ ସାରଥା କ୍ଷେତ୍ରରେ ପୁଲିସ୍ ଲଗାଇ ସରକାର ଲୋକଙ୍କ ଉପରେ ଜୁଲମ୍ କରିଛନ୍ତି ।

ସରକାର ଜନତାଙ୍କ ଆସ୍ଥା ହରାଇ ସାରିଛନ୍ତି । ସରକାରଙ୍କ ଉପରେ ଜନତାଙ୍କ କ୍ରୋଧର ପ୍ରତିଫଳନ ରାଜରାସ୍ତାରେ ଦେଖିବାକୁ ମିଳିଛି । ସତୀଶଙ୍କ ବିରୋଧରେ ଜନଆନ୍ଦୋଳନ ଗଢ଼ି ଉଠିଥିଲେ ମଧ୍ୟ ସରକାର ଖାଲି ବଦଳି କରି ଚୁପ୍ ବସିଯାଇଛନ୍ତି । ତାଙ୍କ ବିରୋଧରେ ଦୃଢ଼ କାର୍ଯ୍ୟାନୁଷ୍ଠାନ ଗ୍ରହଣ କରିବା ଦରକାର । ଖୋଦ୍ ସତୀଶ ମୁଖ୍ୟମନ୍ତ୍ରୀଙ୍କ କାର୍ଯ୍ୟାଳୟ ସହ ତାଙ୍କର ସଂପୃକ୍ତି ରହିଛି ଗଣମାଧ୍ୟମରେ ବାହାଷ୍ଟୋଟ ମାରିଛନ୍ତି । ତେଣୁ ସରକାର ତାଙ୍କ ଉପରେ କାର୍ଯ୍ୟାନୁଷ୍ଠାନ ଗ୍ରହଣ ନକରି ତାଙ୍କୁ ଘଞ୍ଚ ଘୋଡ଼ାଉଥିବା ସ୍ପଷ୍ଟ ହୋଇଯାଇଛି । ବିଜେପି ବିଶ୍ୱର ଏକ ନମ୍ବର ଦଳର ମାନ୍ୟତା ପାଇଛି । ପଶ୍ଚିମବଙ୍ଗ, ଓଡ଼ିଶା, ଆସାମ, କେରଳ, ତାମିଲନାଡୁ, ଆନ୍ଧ୍ରପ୍ରଦେଶ, ତେଲେଙ୍ଗାନା ଭଳି ରାଜ୍ୟକୁ ବିଜେପି ବିଶେଷ ଗୁରୁତ୍ୱ ଦେଇଛି । ଏହିସବୁ ରାଜ୍ୟରେ କଂଗ୍ରେସ ଦୁର୍ବଳ ହୋଇସାରିଥିବାବେଳେ ବିଜେପି ପ୍ରମୁଖ ଦଳ ଭାବେ ଉଭା ହେବା ପାଇଁ ସଂଗଠନ ବିସ୍ତାର କରୁଛି । ଦଳୀୟ କାର୍ଯ୍ୟକର୍ତ୍ତାଙ୍କୁ ପ୍ରଶିକ୍ଷିତ କରି ଦଳକୁ କିଭଳି ମଜବୁତ୍ କରାଯିବ ସେନେଇ ଦଳ ଯୋଜନା କରିଛି ବୋଲି ସେ କହିଛନ୍ତି ।

ଦୁଇଦିନିଆ ଟ୍ରେନଉସ ଟ୍ରେନିଂ କରାଯାଇଛି । ମଣ୍ଡଳସ୍ତରରେ କାର୍ଯ୍ୟକର୍ତ୍ତାଙ୍କୁ ୨୪ ଘଣ୍ଟା, ଜିଲ୍ଲାସ୍ତରରେ ୪୮ ଘଣ୍ଟା ଓ ରାଜ୍ୟସ୍ତରରେ ୭୨ ଘଣ୍ଟା ପ୍ରଶିକ୍ଷଣ ପ୍ରଦାନ କରାଯିବ । ଏହି ଅବସରରେ ଦଳର ଇତିହାସ, ସୈଦ୍ଧାନ୍ତିକ ଆଭିମୁଖ୍ୟ, ଆଭ୍ୟନ୍ତରୀଣ ଗଣତନ୍ତ୍ର, ସାଧାରଣ ଜନତାଙ୍କ ସହ ଯୋଗାଯୋଗ ସମ୍ପର୍କରେ ପ୍ରଶିକ୍ଷଣ ପ୍ରଦାନ କରାଯିବା ସହ ତୃଣମୂଳସ୍ତର ସାମାଜିକ-ଅର୍ଥନୈତିକ ସମସ୍ୟାକୁ ଅନୁଶୀଳନ କରି ଆଲୋଚନା କରାଯିବ । ଆଗାମୀ ୪ ମାସରେ ଦେଶର

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India, Politics

Focus on winning 2024 election now, PM Modi tells MPs

ANI Published : Aug 4, 2019, 8:32 pm IST Updated : Aug 4, 2019, 8:58 pm IST

'Be positive and don't let any negative thoughts hit you,' PM Modi said.



According to those who attended the training being held in the Parliament premises, Modi asked the MPs to remain connected with their well-wishers who had worked for their success in their respective constituencies. (Photo: File)

New Delhi: On day two of 'Abhyas Varga', a training programme which is being organised by the BJP for all its parliamentarians, Prime Minister Narendra Modi urged the lawmakers to focus on winning 2024 elections from now on.

"Be positive and don't let any negative thoughts hit you. Keep striving hard to win all that you've lost. Win over your opponents and focus on winning 2024 election from now on," Modi said.

Urging legislators to contribute towards nation-building, the Prime Minister said: "You should all work for nation-building. Along with focusing on your own health, you should also devote some time to take care of your family."
On day one of the exercise, the Prime Minister gave lessons to the newly-elected BJP MPs on how to become a successful public representative.

According to those who attended the training being held in the Parliament premises, Modi asked the MPs to remain connected with their well-wishers who had worked for their success in their respective constituencies.

The agenda of the two-day 'Abhyas Varga' training programme is a focused group discussion on 'Situation in West Bengal' and a session that imparts NaMo App training to parliamentarians among other things.

Tags: 2024 lok sabha ekections, pm narendra modi, parliamentarians meet, bjp
Location: India, Delhi, New Delhi

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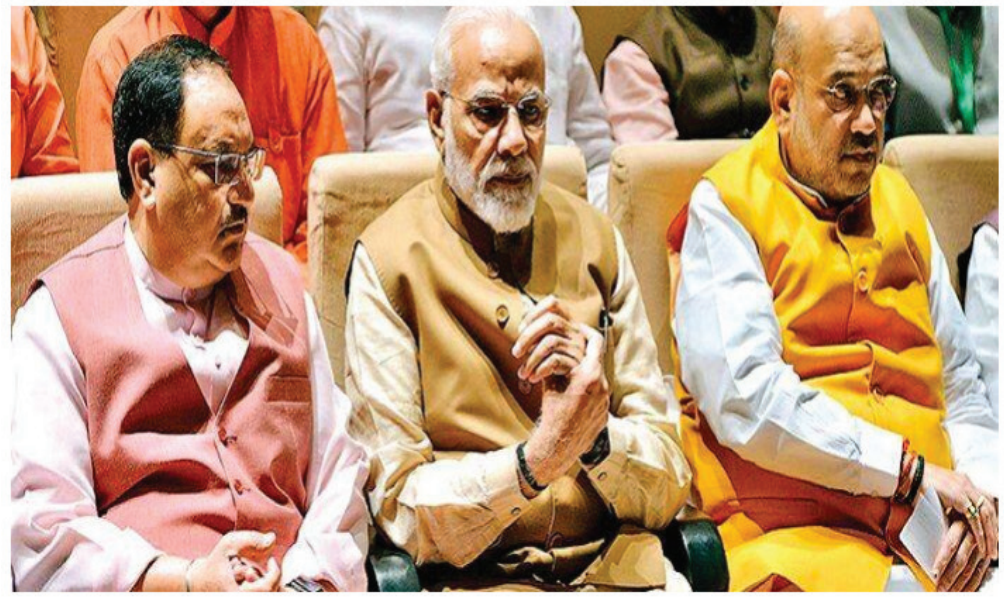
Abhyas Varga: BJP's 2-day Training Programme For Party MPs Begins; PM Modi, Shah to Attend

In 2014, when PM Modi came to power for the first time, a two-day orientation programme was organised to impart training to the newly-elected BJP MPs on enhancing their Parliamentary and public conduct.

Updated: August 3, 2019 10:45 AM IST

By India.com News Desk | Edited by Surabhi Shaurya

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New Delhi: A two-day training programme called 'Abhyas Varga' for the newly elected Bharatiya Janata Party (BJP) lawmakers begun on Saturday. The 'Abhyas Varga' has been organised at GMC Balayogi Auditorium in the Parliament Library Building here. Prime Minister Narendra Modi, BJP president and Home Minister Amit Shah, Defence Minister Rajnath Singh, party's working president JP Nadda and other cabinet ministers are expected to be present at the event on both days.

According to the reports, the main aim of the programme is to instil discipline in some erring lawmakers. The two-day programme will have different sessions where the MPs will be sensitised about their conduct inside and outside the Parliament. They will also be informed on how to connect with masses on issues related to public welfare. Apart from these, the lawmakers will be sensitised on how to put forth the issues faced by people from their respective constituencies in Parliament.

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'Abhyas Varga' training programme is a focused group discussion on 'Situation in West Bengal' and a session that imparts NaMo App training to parliamentarians.

ANI | Updated: Aug 03, 2019, 02.22 PM IST

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Two day training program for all BJP MPs begins today

New Delhi: The two-day weekend workshop for all BJP parliamentarians begins here Saturday with dedicated sessions by Prime Minister Narendra Modi, Home Minister Amit Shah, Defence Minister Rajnath Singh and BJP working president JP Nadda.

On the agenda of the 'Abhyas Varga' training programme that begins 10.30 am today and compulsory for all BJP lawmakers from Lok Sabha and Rajya Sabha is a focused group discussion on 'Situation in West Bengal' and a session that imparts NaMo App training to parliamentarians.

The training workshop is being held at the GMC Balayogi Auditorium in the Parliament Library building here.

ENGLISH | हिन्दी | বাংলা | मराठी | ગુજરાતી | ಕನ್ನಡ | தமிழ் | മലയാളം | తెలుగు | ਪੰਜਾਬੀ | اردو

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'Listen and Digest More Details Than Mere Writing': PM Modi's Advice to BJP MPs During Training Class

The programme will have different sessions where the MPs will be sensitised about their conduct inside and outside the Parliament. They will also be informed on how to connect with masses on issues related to public welfare.

News18.com | Updated:August 3, 2019, 1:25 PM IST



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BJP organic entity not an assembled one: PM tells party MPs



New Delhi: Prime Minister Narendra Modi, Home Minister Amit Shah, BJP Working President JP Nadda during the two-day training programme called 'Abhyas Varga', organised for all BJP MPs from Lok Sabha & Rajya Sabha, in New Delhi, Saturday, Aug 3, 2019. (PTI Photo)

The BJP is an "organic" entity and not an "assembled" entity, Prime Minister Narendra Modi told the ruling party lawmakers here as he asked them to remain active as ground workers even after becoming ministers or legislators.

The PM was addressing the BJP lawmakers at a two-day training programme – Abhyas Varga.

"The BJP has reached here because of its ideology and thoughts not because of one family's legacy," he said.

"The party worker in you should remain alive always even if you become a minister or an MP. Irrespective of your age, always remain a student so that learning process goes on," Modi was quoted as saying by Parliamentary Affairs Minister Pralhad Joshi.

The programme will focus on sensitisation of MPs, especially newly elected lawmakers on their conduct both inside and outside Parliament.

The party leadership has asked all MPs to ensure their attendance at the workshop.

The two-day training programme is being attended by Prime Minister Narendra Modi and Union Home Minister Amit Shah, and party's working president JP Nadda, among others.

The national and regional media had published news reports and articles about Pt. Deendayal Upadhyaya Prashikshan Mahabiyan training programmes and press meets.



THE WAY
FORWARD

TRAINING
FOR A NEW INDIA



For Bharatiya Janata Party, training and capacity-building of its karyakartas is not just a custom but a concerted effort for creating an environment of inclusive growth. Since Pt. Deendayal Upadhyaya Prashikshan Mahabhiyan has been launched in 2015, the party has imparted intensive all-inclusive training to more than 1.2 million karyakartas across the country. Cross-sections of common karyakartas participated at the mandal, district, state and national levels. The programmes covered several segments of the society such as women, youth, farmers, weavers, Scheduled Caste and Tribe, among others.

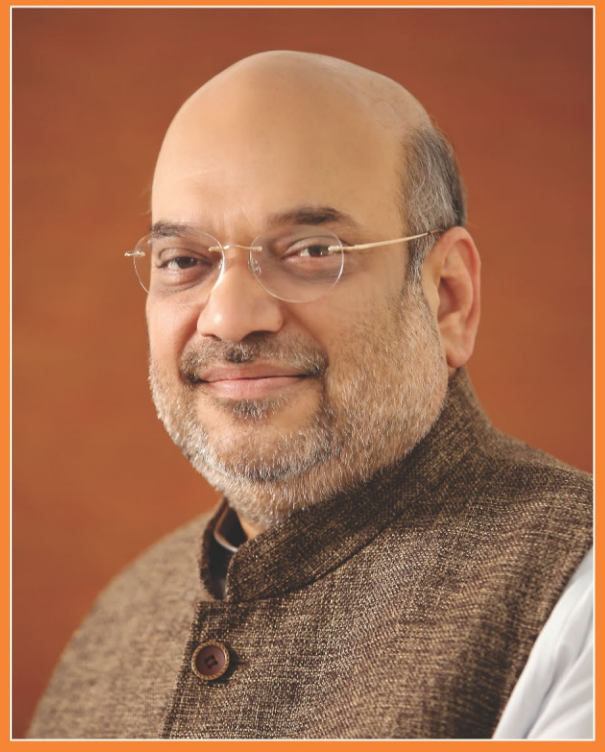
The party is planning to take the training programme forward more vigorously in the next phase. The aim is not only to enrich the karyakartas knowledge on party ideology and nation building, but also in making them adept in empowering and transforming the lives of every Indian living at the grassroots level and also at the same time give in their best to escalate India's influence in the global arena.

This initiative is a humble contribution of the Bharatiya Janata Party in empowering and deepening democratic values and introducing an educated and politically aware cadre.



"BJP has a very long and sturdy tradition of capacity building. It is not just a ritual. Lack of training in political establishments is a serious lacuna. Unfortunately, many outside politics take efforts for human resources development very lightly and sometimes even try to ridicule such efforts."
—Prime Minister Shri Narendra Modi

"This [Pt. Deendayal Upadhyaya Prashikshan Mahabhiyan] is the world's largest training programme of political workers ever in history which will set a new standard in Indian politics. BJP's ideology is aimed at changing the society and the country's politics."
—Shri Amit Shah, National President, BJP



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THE RISE OF BJP

During the past four decades the Bharatiya Janata Party has crossed many a milestone in terms of party's growth in numbers besides gaining confidence from crores of countrymen. The key to success is because of its efforts on three areas: First, the party ideology which is native and very Indian that draws support from millions of people to its fold; second, support from a very large number of people from different walks of life and spheres; and third, a team of well-informed and trained leaders and cadres who form the backbone of the party.

Today BJP has the largest number of elected representatives both to Lok Sabha and at the state level. The party has also earned support at numerous local bodies and panchayat level across the country. BJP has emerged as the largest political force not only in India but the entire world with over 11 crore members and more than 12.90 lakh trained cadres.

Shri Atal Bihari Vajpayee formed the government at the Centre on three occasions — twice in 1996 and once in 1998 in which the party was a major stakeholder. In 1999 the number of BJP MPs in the Lok Sabha was 182. But the trajectory of its growth has taken a big leap, and in 2014 BJP won absolute majority on its own with 282 members in the 16th Lok Sabha, and with its allies the tally went up to 336 seats in a House of 543. In the 2019 general election for the 17th Lok Sabha, BJP returned to power with thumping majority, further increasing its vote share and achieved a never before mandate. The BJP on its own won 303 seats and the BJP led NDA won 353 seats. The unprecedented victory was principally due to the dynamic leadership of Shri Narendra Modi. Over the years, BJP has made huge contributions to the political ethos and democratic value inculcation in the country.

A NEW BEGINNING

Since the Bharatiya Janata Party (BJP) was founded on April 6, 1980, cadre training has been an integral part of the party's structure and functioning. From 2014, the extent of training has scaled up which has helped increase the visibility and presence of the party in every nook and corner of the country.

BJP is the only political force in the country, which has a large pool of trained human resource betrothed in result-oriented, disciplined and purposeful political engagement much needed to strengthen the Indian democracy.

Training for a New India — Pt. Deendayal Upadhyaya Prashikshan Mahabhiyan provides glimpses of the training imparted to party karyakartas countrywide. This coffee table book chronicles the programmes organized at the mandal, district, state and national level to train and reorient the cadre on the party's ideology and prepare more and more people to strengthen the democracy and ensure a contributing role of the party in nation building.

More than 12.90 lakh karyakartas have been trained under the auspices of Pt. Deendayal Upadhyaya Prashikshan Mahabhiyan since its launch in 2015. The Prashikshan Mahabhiyan was also extended to training karyakartas working in different wings—women, farmers, youth, urban and rural local bodies, OBC, Scheduled Caste and Scheduled Tribe, personal secretaries and personal assistants, media and social media, cooperative cell, departments and project training,. These trained karyakartas are the backbone of the party who spearhead the nation building exercises.

Training for a New India — Pt. Deendayal Upadhyaya Prashikshan Mahabhiyan is a first ever attempt made to document the hard work put in by millions of party workers across the country.

This programme is also the largest political leadership training programme undertaken anywhere in the world. Pt. Deendayal Upadhyaya Prashikshan Mahabhiyan is a humble contribution of the BJP in empowering and deepening democracy in the country. The large pool of trained workforce are now playing a major role in transforming politics in the country.